

2025 | Sustainability Report

INMYSHOW DIGITAL TECHNOLOGY (Group) CO., LTD.



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About This Report

This Report is the second Sustainability Report published by Inmyshow Digital Technology (Group) Co., Ltd. It discloses to all stakeholders the Company's guiding philosophy, management approaches, initiatives, and outcomes with respect to sustainability matters arising in the course of its operations.

Scope of the report

This Report covers Inmyshow Digital Technology (Group) Co., Ltd. and its subsidiaries (hereinafter collectively referred to as "IMS" or the Company"). Unless otherwise stated, the scope of this Report is consistent with that of the consolidated financial statements of Inmyshow Digital Technology (Group) Co., Ltd. (stock code: 600556.SH) for the same Reporting Period.

Basis for preparation

This Report has been prepared in accordance with the *Guidelines No. 14 of Shanghai Stock Exchange for Self-Regulation of Listed Companies—Sustainability Report (Trial)* (hereinafter referred to as the "Guidelines") and the Index of *Guidelines No. 1 for Self-Regulation of Listed Companies—Standardised Operations*, with reference to the *Guide No. 4 for Self-Regulatory Supervision on Listed Companies—Compilation of Sustainable Development Reports*.

Data description

The data and cases in the report are derived from the formal records of the Company's actual operations.

The financial data in the report is presented in RMB. In case of any discrepancies between the financial data and the Company's annual financial report, the annual financial report shall prevail.

Methods to obtain the report

This Report is published in electronic format on the information disclosure platform designated by the stock exchange.

Contact us

If you have any suggestions for the report, you can contact us through the following methods:

Correspondence address: Building D, Courtyard 5, West Sanlitun Road No. 5, Chaoyang District, Beijing

Email: ir@inmyshow.com

Report preparation principles

◎ Materiality

The Company identified the material topics related to operations that are of concern to various stakeholders as the key focus of this Report. The presentation of material topics in the Report focuses on the industry characteristics involved in the Company's operations and the characteristics of the region where it is located. The process and results of the materiality analysis of topics are detailed in the "Materiality Assessment" section of this Report.

◎ Accuracy

It can be ensured that the information in this Report is as accurate as possible. The measurement results of quantitative information are presented with explanations of data definitions, calculation bases, and assumptions to ensure that calculation errors will not mislead information users. Quantitative information and notes are detailed in the "ESG Data Tables and Notes" section of this Report. The Board of Directors warrants that there are no false records, misleading statements or material omissions in this Report.

◎ Balance

The content of this Report reflects objective and true facts, providing unbiased disclosure of both positive and negative information related to the Company. No negative events that should have been disclosed were found during the Reporting Period.

◎ Clarity

This Report is published in English. It contains tables, diagrammatic figures, a glossary of proprietary terms, etc., as a supplement to facilitate a better understanding by stakeholders. To facilitate stakeholders in accessing relevant information more quickly, this Report provides a catalogue and a benchmarking index table of ESG-related standards.

◎ Quantitative

This Report discloses key quantitative items. For details, please refer to the "ESG Data Tables and Notes" section.

◎ Comparability

This Report maintains consistency in the statistical and disclosure approaches for the same quantitative disclosure item across different Reporting Periods. If there are changes to the data collection, measurement, and calculation methods, the relevant data are retrospectively adjusted, and the adjustments, together with the reasons, are explained in the notes to the report, so that stakeholders can conduct meaningful analysis and assess the development trends in the Company's ESG data level.

◎ Integrity

The scope of entities covered by this Report's disclosures is consistent with the scope of consolidation of the Company's consolidated financial statements.

◎ Timeliness

This is an annual report covering the period from January 1, 2025 to December 31, 2025. Unless otherwise specified, the data in this Report are all data within this timeframe. The Company publishes this Report after the end of the reporting year to provide timely information for decision-making by stakeholders.

◎ Verifiability

The cases and data in this Report are derived from the original records or financial reports of the Company's actual operations. The Company uses the HiESG Corporate Governance ESG performance management system to manage ESG data to ensure that the sources and calculation process of the disclosed data are traceable.

About IMS

Company profile

IMS was established in 2009 and is a platform-based enterprise operating in the influencer new economy sector. As an influencer marketing technology group driven by artificial intelligence, data, and algorithmic capabilities, the Company is committed to serving as a “super connector” in the global influencer marketing industry by building bridges between advertiser clients and influencers, Multi-Channel Networks (MCNs), and major third-party User-Generated Content (UGC) platforms. The Company enables efficient collaboration, marketing content distribution, and commercial monetisation across multiple digital channels, leveraging technology to drive the development of new infrastructure for a decentralised influencer new economy.

Basic Information of IMS

Company name

INMYSHOW DIGITAL
TECHNOLOGY (Group)
CO., LTD.

Listing status

Listed on the Main Board of
the Shanghai Stock Exchange;
Stock Code: 600556.SH;
Stock Abbreviation: IMS

Registered address

Building 3, Beihai Software
Park, No. 356 Sichuan
Road, Beihai, Guangxi

Office address

Building D, Courtyard
5, West Sanlitun Street,
Chaoyang District, Beijing



Company name

INMYSHOW DIGITAL
TECHNOLOGY (Group) CO., LTD.

Main operating locations

Headquarters located in Beihai,
Guangxi, with business presence in
major cities including Beijing, Shanghai,
Tianjin, Guangdong, and Hong Kong,
as well as overseas operations in Japan,
Singapore, and other countries

Total assets

RMB **5.518** billion

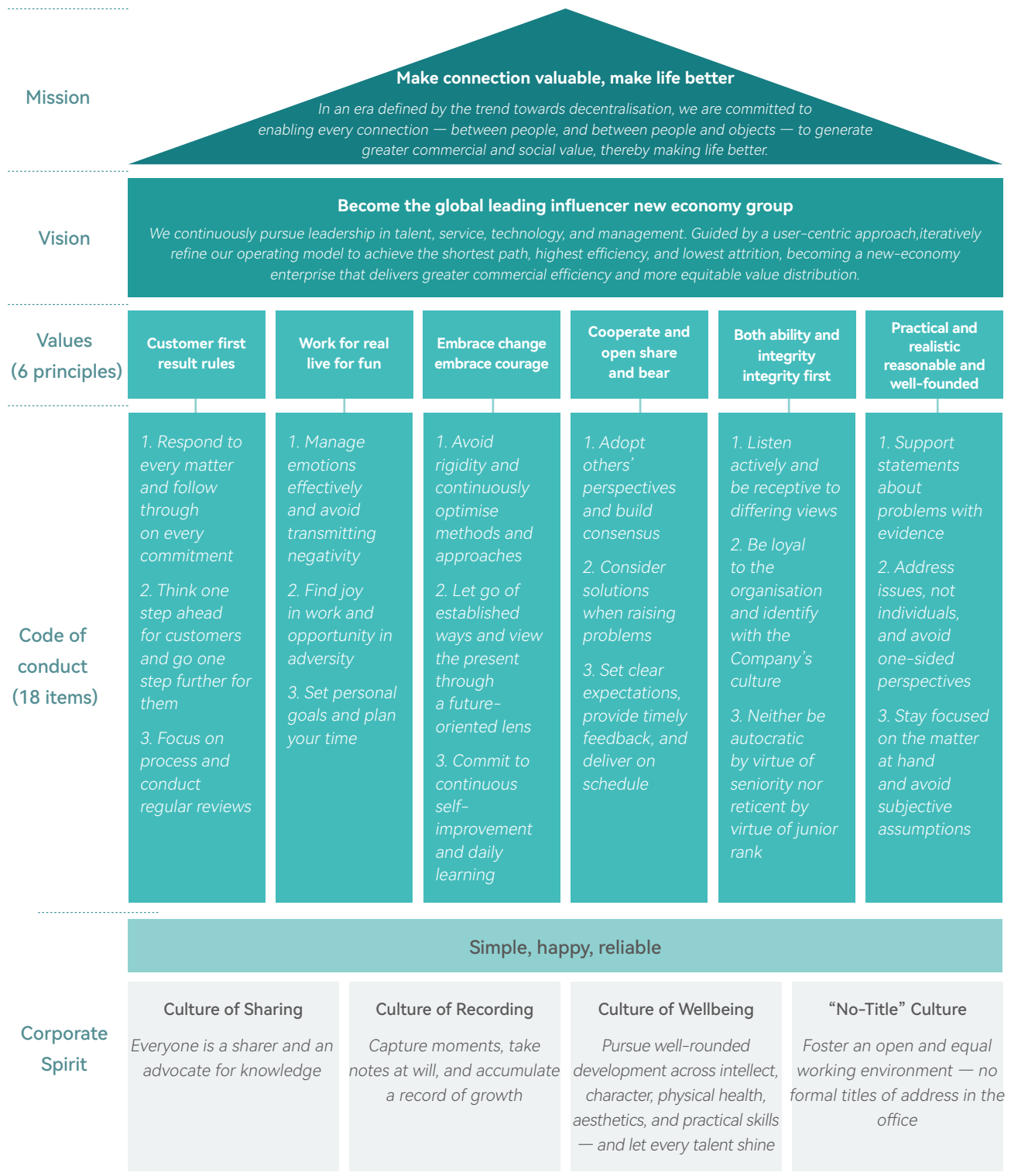
Operating revenue

RMB **3.904** billion

Total number of employees

1,465 people

In order to better guide the Company’s long-term strategic direction and to cultivate IMS’ distinctive corporate character — the “SHOW Spirit” — the Company has developed a corporate culture framework. This framework is intended to establish a clear set of values and standards of conduct for all employees, encouraging the internalisation of these principles and their expression in day-to-day behaviour, with the shared goal of building an enduring enterprise.



Business areas

Influencer Marketing Solution Platform Business

Constitutes the Company's primary source of revenue. Leveraging its proprietary self-developed platform, WEIQ, the Company provides advertisers with systematic influencer marketing solutions, connecting advertisers with influencer resources and supporting their marketing activities across China's major third-party UGC platforms—encompassing short-form video, lifestyle sharing, microblogging, and interactive community platforms—to achieve scaled content distribution and user engagement. For complex marketing scenarios, the Company delivers customised solutions through its SMART full-service marketing team.

Influencer Economy Ecosystem Innovation Business

Primarily comprises: Inspiration Island, an AIGC-driven marketing solution platform; IMSOCIAL, an influencer acceleration and enablement service; and TOPKLOUT, an influencer valuation and industry data insights platform. These units focus respectively on content creation support, influencer incubation and acceleration, and industry data monitoring and value assessment. In addition, the Company conducts influencer-driven consumer brand incubation and related product sales activities, thereby expanding the application scenarios of the influencer economy ecosystem.

IMS Principal Products and Services Matrix

Influencer Marketing Solution Platform Business

WEIQ Influencer Marketing Platform is a matching and transaction platform that leverages big data technology to provide online influencer marketing services to content creators and enterprises.



SMART Full-Service Marketing is a marketing service brand targeting branded merchant customers, providing comprehensive full-service solutions based on social marketing to assist brands in brand repositioning, clarifying brand identity, establishing consumer connections, and enhancing consumer engagement.



WEIQ-SaaS System is dedicated to providing comprehensive support for agents and small-to-medium-sized customers, enabling cost reduction and efficiency improvement in procurement services, and driving business growth through standardised and systematised workflow management. Following several years of operation, WEIQ-SaaS has helped hundreds of customers achieve significant efficiency gains.



TOPKLOUT is a leading domestic authoritative third-party data monitoring institution specialising in we-media value rankings and copyright agency management. It provides a one-stop integrated service encompassing we-media value assessment frameworks, we-media data monitoring tools, and industry research reports, with the aim of identifying and safeguarding influencer value in the market.



IMSOCIAL Accelerator is focused on providing enablement and acceleration services to influencers and MCN organisations at various stages of development. It primarily offers full-chain enablement services, including influencer training, content and creative operations, commercial management, IP incubation, and brand communications, supporting influencers and MCN organisations in accelerating their growth.



IMS Education is dedicated to cultivating and incubating talent in content creation for China's digital economy. Drawing on the Company's strategic positioning and industry resources, it develops vocational education programmes and service models aligned with market demand and the evolving digital landscape, with the objectives of enhancing users' practical capabilities in new media marketing and promoting employment, thereby supplying professional talent to content creation platforms and other new media content sectors.



West Five Street is a pan-interest content community targeting Generation Z, advocating the ethos of "authentic discovery and genuine recommendation". It guides users in finding their own interest communities and pioneering new interests, while co-creating better products for brands — building a vibrant, value-generating lifestyle platform.



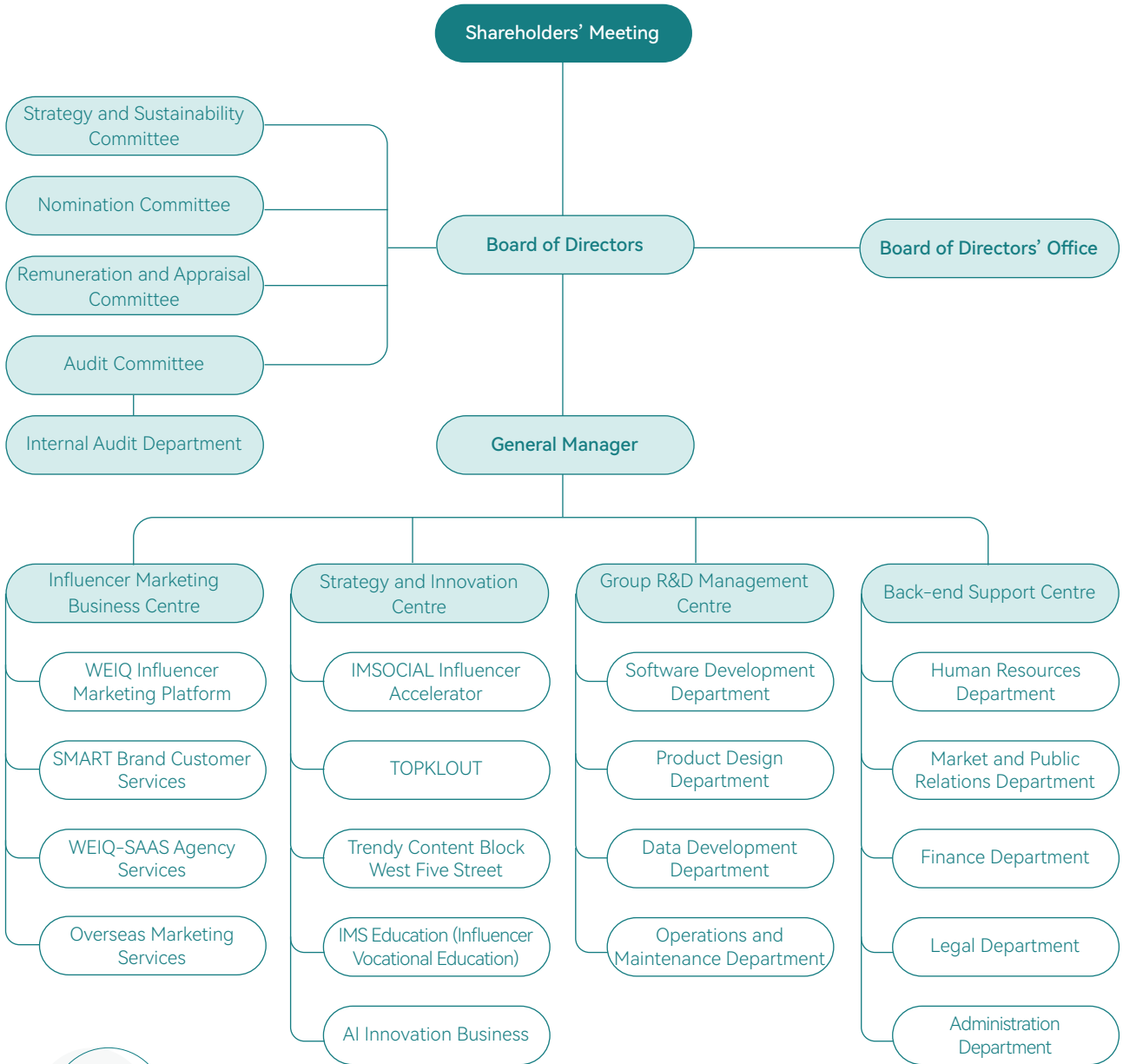
Honverse is a blockchain-based 3D virtual living community. Combining concepts from the influencer new economy, virtual social interaction, and blockchain technology, and set against the backdrop of a Generation Z 3D virtual planet (P-LANET), it provides users with an immersive virtual social experience.



Inspiration Island is an enterprise-grade AIGC content marketing production platform designed to significantly enhance corporate content marketing effectiveness. Through a one-stop SaaS solution encompassing creative content production, intelligent video editing, and matrix account distribution management, it assists enterprises in efficiently addressing the demands of mass content production, distribution, and optimised management in an era of fragmented traffic, thereby driving commercial growth.



Organisational structure



Awards and recognition

Principal Awards and Honours Received by IMS in 2025

Wind ESG Rating: Grade A

Wind Information Co., Ltd.

Top 20 Listed Companies in the First Media Industry Sustainable Development Index

Centre for Business Sustainability, The Chinese University of Hong Kong; National Governance Research Institute, Communication University of China; Media No. 1

Outstanding Contribution Award at the 10th Anniversary of the Digital Marketing Committee of the China Business Advertising Association

Digital Marketing Professional Committee of the China Business Advertising Association of Commerce

Model Enterprise Driving China's Business Progress over Forty Years

China Business Journal

Named among the Top 30 AI Marketing Intelligent Agents in China 2025

DBC Consulting / China Internet Weekly

2025 Annual Private Domain / Omnichannel Growth Benchmark Case Award

Jianshi Technology

Inspiration Island's AI Digital Human Functional Module Selected as a National Standard Pilot Entity

China Electronics Standardization Institute

Inspiration Island Selected for the 2025 China Digital Intelligence Industry Most Benchmark AI Agent Products List

Digital Yuan, DataYuan, Shanghai Big Data Alliance

Inspiration Island KOS Shortlisted for the 5th Kingdao Award "AI New Marketing Case of the Year"

Digipont



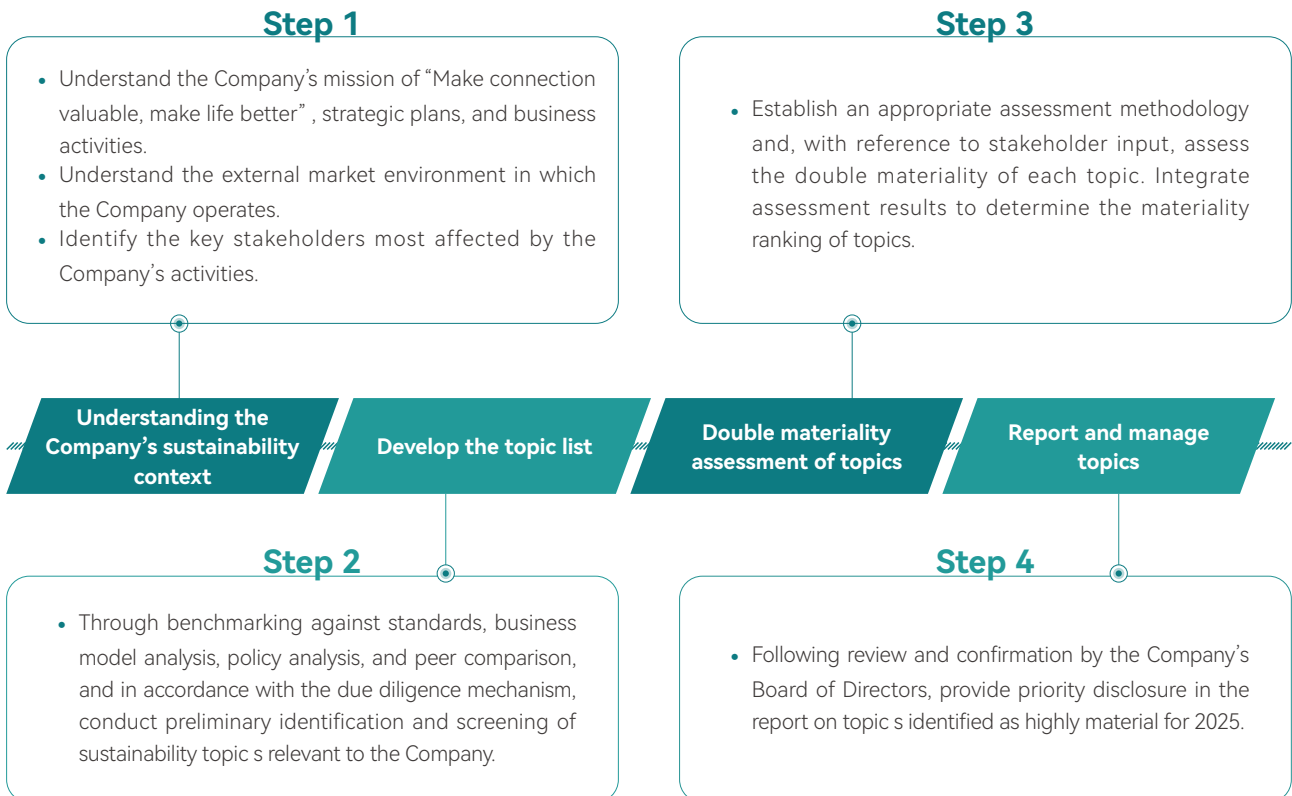
Materiality Assessment

Materiality analysis process

In 2025, IMS conducted the identification, assessment, prioritisation, and reporting of material topics in light of industry development trends and the Company’s own strategic direction, with reference to the Shanghai Stock Exchange’s *Guidelines, the Guidelines No. 4 for Self-Regulation of Listed Companies—Preparation of Sustainability Reports* (revised January 2026), and the *Sustainability Work Guidelines for Chinese Listed Companies* issued by the China Listed Companies Association, as well as domestic and international ESG rating requirements.

In the course of the analysis, the Company engaged external experts and, based on the context of the Company’s activities and business relationships, carried out the identification and screening of relevant topics through benchmarking against standards, policy analysis, and peer comparison. Each topic was then assessed for materiality from the perspectives of both financial materiality and impact materiality. The results of the topic materiality analysis were subsequently reviewed and approved by the Company, and management practices relating to topics identified as highly material are given priority disclosure in this Report.

IMS Topic Materiality Analysis Process



Due diligence and stakeholder communication

In order to effectively identify, address, and manage various impacts, risks, and opportunities in the course of day-to-day operations, IMS has established a due diligence working mechanism and implemented due diligence procedures for identifying and responding to sustainability-related negative impacts and risks. The Company continuously refines risk management across its business processes and strengthens its capacity to identify and manage material topics, thereby providing robust support for the stable operation of the enterprise.

The Company regards engagement with stakeholders as a key component of its sustainability management activities. Based on its business and operational context, the Company has identified seven key stakeholder groups—shareholders and creditors, regulatory authorities and government bodies, employees, business partners, customers, suppliers, and community organisations— and has established regular communication mechanisms with each group to effectively respond to their concerns and expectations.

IMS key Stakeholders and Engagement Channels

Key Stakeholders	Topics of Concern	Communication & Response
 Shareholders and creditors	<ul style="list-style-type: none"> • Corporate governance • Compliance Operations • Anti-commercial Bribery and Anti-corruption • Anti-unfair Competition 	<ul style="list-style-type: none"> • Shareholders' meeting • Regular information disclosure • Results briefing session • Dedicated investor phone line and email, etc. • Performance release conferences • SSE e-Interaction platform • On-site investor research
 Regulatory authorities and government departments	<ul style="list-style-type: none"> • Response to Climate Change • Anti-unfair Competition • Compliance Operations • Ethics of Science and Technology • Social Contributions and Rural Revitalisation 	<ul style="list-style-type: none"> • Information disclosure • Strengthening the compliance management system • Internal compliance review • Government-business cooperation • Policy Implementation
 Employees	<ul style="list-style-type: none"> • Employees Rights and Welfare • Employee Health and Safety • Employee training and development 	<ul style="list-style-type: none"> • Employee recruitment • Employee unions, employee clubs • Employee feedback platform "Show My Voice" • Public communication email • Learning and Development Centre (Light-Year Academy) • Employee performance management • Transparent employee development pathways
 Partners	<ul style="list-style-type: none"> • High-quality Products and Services • Compliance Operations • Promoting Industry Ecosystem Development 	<ul style="list-style-type: none"> • Organising and participating in industry exchange activities • Conducting business cooperation • Publishing industry research reports • IMS Education • Partner conference
 Customers	<ul style="list-style-type: none"> • High-quality Products and Services • Responsible Marketing • Innovation-driven • Data Security and Customer Privacy Protection 	<ul style="list-style-type: none"> • Customer communication • Conducting responsible marketing • Providing high-quality customer service • Customer satisfaction surveys • Enhancing digital platforms such as WEIQ
 Suppliers	<ul style="list-style-type: none"> • Supplier Management • Data Security and Customer Privacy Protection 	<ul style="list-style-type: none"> • Supplier review and evaluation • Supplier training sessions • Data security and privacy protection
 Community organisations	<ul style="list-style-type: none"> • Response to Climate Change • Green Operations • Social Contributions and Rural Revitalisation 	<ul style="list-style-type: none"> • Conducting public welfare activities • Green at work

Conclusions of the materiality analysis

In 2025, through benchmarking against standards, policy analysis, and peer comparison, IMS identified and screened 17 topics, forming the material topics inventory. Of these, 2 topics fall within the environmental dimension, 11 within the social dimension, and 4 within the governance dimension.

IMS 2025 Topic List



Environmental

- Green Operations
- Response to Climate Change



Social

- High-quality Products and Services
- Innovation-driven
- Supplier Management
- Responsible Marketing
- Data Security and Customer Privacy Protection
- Employees Rights and Welfare
- Employee training and development
- Employee Health and Safety
- Social Contributions and Rural Revitalisation
- Promoting Industry Ecosystem Development
- Ethics of Science and Technology



Governance

- Corporate Governance
- Anti-commercial Bribery and Anti-corruption
- Compliance Operations
- Anti-unfair Competition

Following expert analysis, the 17 topics identified and screened by the Company, 3 topics were determined to have both financial materiality and impact materiality, 4 topics were determined to have financial materiality only, and 10 topics were determined to have impact materiality only.^{1, 2}

¹ Financial materiality refers to the high significance of a topic in terms of its impact on the financial aspects of IMS (related topics are marked with an "*" in the chapter titles). Impact materiality refers to the high significance of a topic in terms of its impact on economic, social, and environmental aspects.

² The topics specified in the Guidelines that are not material to the Company include pollutant discharge, ecosystem and biodiversity protection, equal treatment to SMEs, due diligence, and communication with stakeholders. Explanations for the aforementioned topics (except for due diligence and communication with stakeholders) are provided in the report's index table. Due diligence and communication with stakeholders are important steps in the Company's topic materiality assessment and are not evaluated as topics.

IMS 2025 Materiality Matrix



- Has both financial materiality and impact materiality
- Has financial materiality only
- Has impact materiality only
- Has neither financial materiality nor impact materiality

Changes to IMS' Material Topics in 2025

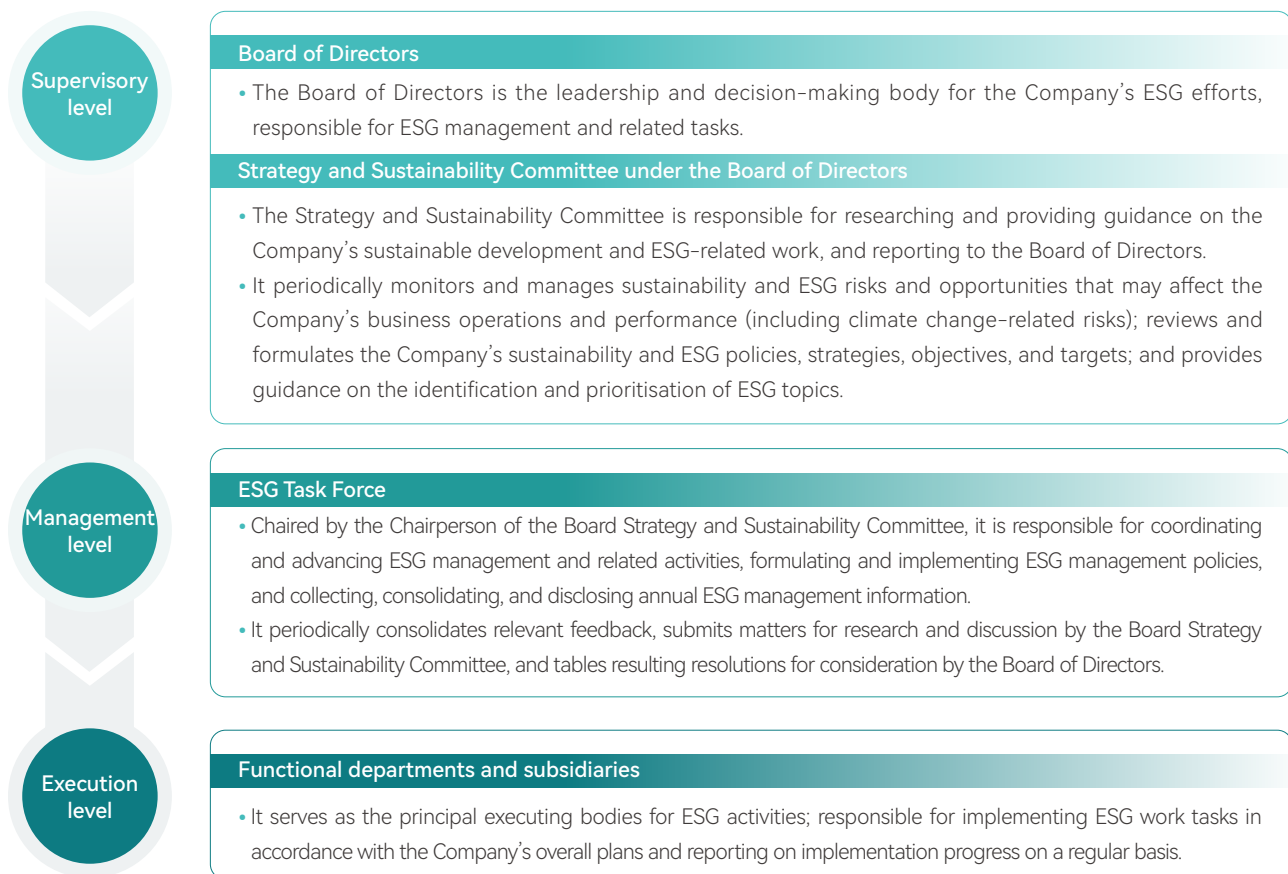
2025 Material topics	2024 Material topics	Changes	Reason for Change
Compliance Operations	Compliance Operations	Merge	In line with the latest mainstream ESG rating standards and with reference to peer disclosure practices, the content of the tax governance topic has been consolidated into compliant operations.
	Tax governance		

ESG Governance Arrangement

IMS regards the development of its ESG governance framework as a strategic pillar for driving the Company’s sustainable development. The Company has established an ESG management structure with clearly defined roles and responsibilities, enabling unified leadership, decision-making, and implementation of ESG-related activities, and ensuring that the principles of sustainable development are deeply embedded throughout the Company’s strategic planning, operational decision-making, and day-to-day operations.

The Company has formulated the *Sustainable Development and ESG Management Policy* and established a multi-tiered ESG management structure with clearly defined roles and responsibilities, providing unified leadership, decision-making, and organised implementation of ESG-related activities, and ensuring that ESG principles are deeply integrated across the full cycle of strategic planning, business decision-making, and day-to-day operations.

IMS ESG Management Structure



In addition, the Company has incorporated the fulfilment of ESG responsibilities into its operational management and decision-making framework. In the course of practical management and execution, the Company has established dedicated governance structures to identify, assess, monitor, and manage the impacts, risks, and opportunities arising from each sustainability topic in the Company’s day-to-day operations, thereby operationalising all ESG activities. In respect of decisions involving significant project investments, the assessment of impacts, risks, and opportunities related to sustainability topics constitutes a key input for decision-making by the Board of Directors and senior management.

Environmental



Advancing Green Operations and Enhancing Environmental Resilience

Response to Climate change

Governance

IMS places great importance on the far-reaching implications of climate change for the Company's sustainable development. The Company has established a multi-tiered climate change governance structure with clearly defined roles and responsibilities, comprehensively integrating the management of climate-related risks and opportunities into its corporate governance framework, thereby laying a solid foundation for the systematic advancement of climate action and the enhancement of climate resilience.

IMS Climate Change Governance Structure

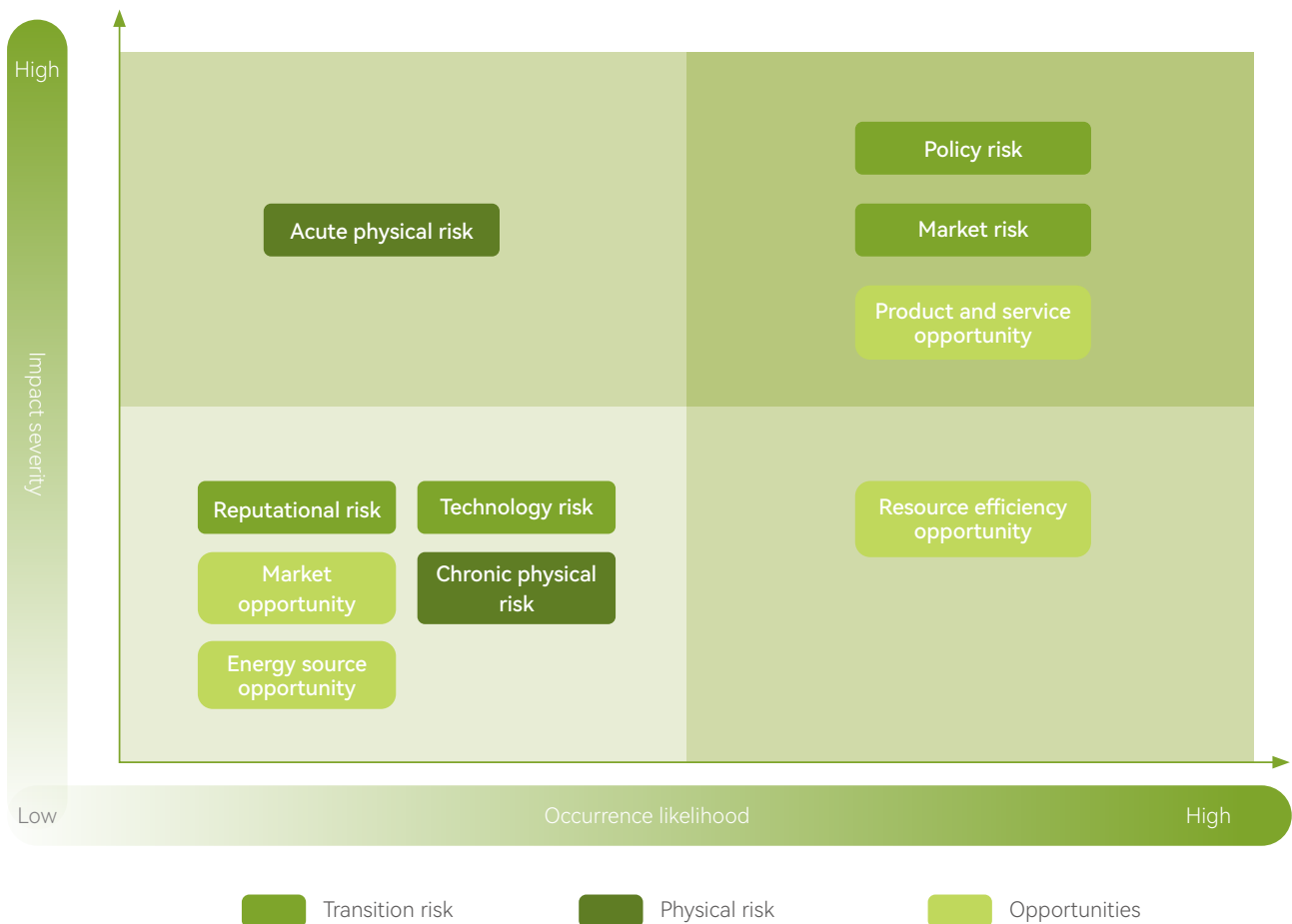


Strategy

Against a backdrop of rapidly intensifying global climate change, increasingly stringent climate regulatory policies, and an accelerating low-carbon transition, the Company regards climate change response as a material management topic. It has established a climate change management system to identify, assess, and effectively manage climate-related risks and opportunities.

Drawing on the Company's industry context and external expert input, the Company has constructed a climate-related risk and opportunity matrix along the dimensions of physical risks, transition risks, and opportunities, using impact severity and likelihood of occurrence as axes to comprehensively represent the relative materiality of each risk and opportunity. Based on the matrix analysis, the Company has identified and assessed 3 major climate-related risks and 2 major climate-related opportunities, conducted in-depth analysis, and proactively formulated response strategies to capture opportunities and manage risks.

IMS Climate-related Risk/Opportunity Matrix



IMS Analysis of Major Climate-related Risks/Opportunities and Response Strategies

Type of major risks/opportunities	Description	Impact timeframe ¹	Impact on value chain ²	Anticipated financial effect	Response strategy	
Risks	Acute physical risk	Extreme climate events such as typhoons may severely disrupt the Company's operations, threatening the safety of employees during commuting and the security of data centres and office premises, thereby affecting the normal conduct of business activities.	Medium- and long-term	Own operations	Increased operating costs	<ul style="list-style-type: none"> Formulate the <i>Safety Risk Emergency Plan</i>; establish an emergency response team; closely monitor extreme climate events; issue early warnings in advance to ensure rapid response when disasters occur, safeguarding personnel safety and operational continuity.
	Policy risk	As green and low-carbon policies continue to be refined, future regulations on data centre energy efficiency and electricity consumption may drive increases in IT procurement and cloud services costs, raising the Company's operating expenditure. Should any future self-built data centres fail to incorporate energy-efficient design at an early stage, higher retrofitting costs and compliance pressure may be incurred.	Medium- and long-term	Upstream Own operations	Increased operating costs	<ul style="list-style-type: none"> Closely monitor policy developments; prioritise service providers with strong energy efficiency performance under the current leasing model. Proactively plan energy-saving measures for self-built data centres at an early stage.
	Market risk	Many of the Company's large customers are actively taking measures to address climate change, develop low-carbon supply chains, and advance sustainable development initiatives. Failure to meet the expectations and requirements of downstream customers may adversely affect the Company's business.	Medium- and long-term	Own operations Downstream	Decreased operating revenue	<ul style="list-style-type: none"> Strengthen the climate management system and proactively address climate-related risks and opportunities. Reduce operational carbon emissions by implementing energy-efficient lighting and intelligent temperature control systems, promoting paperless office practices and green commuting, and refining the green procurement mechanism— details are provided in the "Green operations" subsection.
Opportunities	Resource efficiency opportunity	Through energy efficiency optimisation and the adoption of energy-saving technologies, electricity consumption at leased data centres can be effectively reduced, lowering operating costs. Future self-built data centres, through source-stage design, may achieve deeper energy efficiency optimisation, further reducing per-unit business energy costs.	Medium- and long-term	Own operations	Decreased operating costs	<ul style="list-style-type: none"> Continuously optimise energy efficiency management at data centres; adopt energy-saving technologies to reduce electricity consumption. Incorporate energy efficiency targets into the design standards for self-built data centres; explore the use of clean energy solutions.
	Product and service opportunity	Demand for green marketing among brands is growing. The Company can leverage its technological advantages to help customers reduce resource consumption in content creation and minimise their environmental footprint, whilst achieving marketing objectives.	Medium- and long-term	Own operations Downstream	Increased operating revenue	<ul style="list-style-type: none"> Guided by customer needs, utilise technology platforms such as Inspiration Island to develop efficient, low-resource-consumption content creation tools and solutions. Integrate sustainable development concepts into products and services; leverage the Company's marketing strengths to promote green and environmentally responsible practices.

The Company's business model is principally asset-light in nature, with human and intellectual capital as its core assets, and without high climate-sensitive physical assets. Accordingly, the direct impact of extreme climate events on the Company's operations is relatively limited. During the Reporting Period, the current financial impact of climate-related risks on the Company's performance was primarily reflected at the level of operating costs, including expenditure on safety emergency supplies and office energy efficiency retrofitting, which have been absorbed into the Company's day-to-day operating costs and have not had a material impact on the Company's overall financial position.

The Company will continue to monitor climate change-related policies and market developments, and will progressively enhance its climate resilience through sustained investment in office disaster preparedness, energy efficiency retrofitting, and green content development. In accordance with the needs of business development and regulatory requirements, the Company will introduce scenario analysis methodologies at an appropriate time to assess the adaptability of its strategies and business model to climate change.

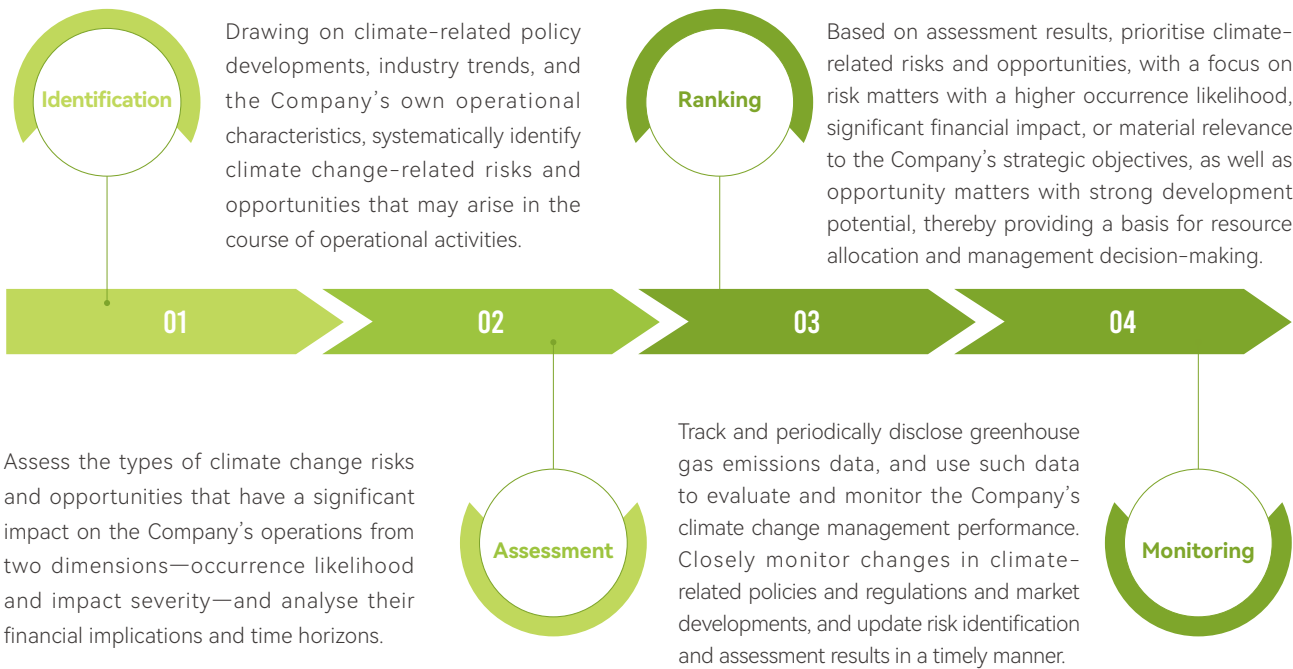
¹ The impact timeframe is set with reference to the *China Corporate Sustainability Disclosure Standards—Basic Standards (Trial)* issued by the Ministry of Finance and the Company's actual operations. Short term refers to within one year (including one year) after the end of the Reporting Period. Medium term refers to one year to five years (including five years) after the end of the Reporting Period. Long term refers to more than five years after the end of the Reporting Period.

² The value chain is divided into three segments: upstream, the own operations, and downstream. Upstream mainly includes third-party UGC platforms and other service providers. The own operations cover all business activities of the Company. The downstream involves a customer base mainly composed of advertisers.

Impact, risk, and opportunity management

The Company proactively addresses the challenges of climate change by integrating climate risk management into its overall corporate risk management framework. It has established a climate risk management process comprising four stages: Identification — Assessment — Prioritisation — Monitoring, and formulates corresponding response strategies and management measures based on identified risks.

IMS Climate Change Risk Management Process



Metrics and targets

The Company actively responds to China's national "Carbon Peak" and "Carbon Neutrality" strategy, pursuing energy conservation and emissions reduction with the objective of "maintaining greenhouse gas emissions at a low level", taking concrete action to support the achievement of the national carbon neutrality goal.

IMS Greenhouse Gas Emissions Performance Trends¹

Metric	Unit	2023	2024	2025
Per capita GHG emissions (Scope 1 + Scope 2)	tCO ₂ e/person	0.50	0.48	0.49

¹The Company's currently disclosed GHG emission targets are measured in carbon dioxide equivalent (CO₂e), primarily covering Scope 1 and Scope 2 greenhouse gases, such as carbon dioxide, methane, and nitrous oxide generated during production and operational activities.

Green operations

The energy sources involved in IMS' day-to-day operations consist principally of purchased electricity and petrol. The Company's primary water sources are municipal water supply and bottled water supplied by suppliers. Waste generated consists principally of hazardous waste from administrative and office activities — such as end-of-life electronic products — as well as non-hazardous waste including toner cartridges, office furniture, and paper.

The Company complies with relevant laws and regulations including the *Energy Conservation Law of the People's Republic of China*, the *Environmental Protection Law of the People's Republic of China*, and the *Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Waste*. The Company has formulated management policies and initiatives including the *Office Environment and Office Safety Operations Standards Manual*, the *Administrative Management and Service Standards*, and the *Green at work Initiative: A New Vision for Energy Conservation and Environmental Protection*, strengthening the integration of "green at work" principles across all aspects of operations, advocating for employees to conserve energy and reduce consumption, actively practise economy measures, minimise pollution emissions, and protect the ecological environment. In 2025, the Company recorded no material violations or adverse events relating to environmental protection.

IMS 2025 Key Green Operations Initiatives

Energy conservation

- **Promoting an energy-saving culture:** Regularly disseminating energy-saving knowledge and posting reminder notices through multiple channels including WeCom and digital display screens.
- **Encouraging green commuting:** Providing convenient bicycle and electric vehicle facilities for employees to encourage low-carbon commuting; prioritising the use of new energy vehicles and optimising routes to reduce energy consumption on business travel.
- **Adopting energy-efficient equipment:** Comprehensively deploying LED energy-saving lighting with intelligent zone control; implementing centralised management of air-conditioning systems with energy-saving temperature standards and regular maintenance; prioritising high energy-efficiency products when procuring office equipment.

Water conservation

- **Advocating a water-saving culture:** Championing water conservation practices and conducting water-saving awareness initiatives to strengthen employees' awareness of responsible water use.
- **Managing water facilities:** Installing water-saving taps and regulating main valve flow rates to reduce water waste; conducting regular leak inspections and ensuring prompt reporting and repair of leaks to prevent wastage.

Waste management

- **Strengthening source reduction:** Comprehensively implementing refined household waste management; reducing waste generation at source through measures including electronic communications, reducing physical materials, promoting paperless office practices, and encouraging double-sided printing.
- **Establishing a classified processing system:** Implementing standardised waste classification. Consumables such as toner cartridges are collected by suppliers for recycling; redundant furniture is properly stored or decommissioned; hazardous waste such as end-of-life electronic products is collected and processed by professional organisations upon the conclusion of the product lifecycle, ensuring environmental compliance.

Resource recycling

- **Strengthening source reduction and classification:** Reducing paper waste and promoting the reuse of items such as envelopes; strictly enforcing waste classification in office areas, with recyclable materials including old newspapers, cardboard boxes, and beverage bottles sorted and collected by designated personnel.
- **Refining the resource recycling system:** Repurposing or donating redundant items; consolidating the recycling of professional consumables such as toner cartridges and employees' personal redundant items through administrative channels, or facilitating their donation, to maximise resource utilisation.



Social



Innovating the Marketing Ecosystem, Driving Shared Value through Responsibility

High-quality products and services*

Guided by its mission to “make connection valuable, make life better”, IMS pursues a strategy of efficiently connecting merchants and influencers. The Company strengthens the development of its data-driven platforms and supporting services, and is committed to helping every content creator achieve commercial monetisation and assisting enterprises in improving operational performance, driving the development of new infrastructure for a decentralised influencer new economy through advanced technology and quality products and services.

Governance

The Company complies with applicable laws and regulations including the *E-Commerce Law of the People’s Republic of China* and the *Administrative Measures for Internet Information Services*, ensuring full-process compliance in the delivery of digital products and marketing services to customers. The Company refines its internal policies and optimises its product and service management system with the commitment to providing customers with quality products and services.

The Company has established a product and service management structure that provides comprehensive marketing product and service solutions centred on customer needs, serving a greater number of merchant brands and influencers more efficiently.

IMS Product and Service Management Structure



Strategy

The Company regularly identifies product and service-related risks and opportunities, and through coordinated efforts between product and service teams with regular communication, ensures that customer feedback is promptly transmitted to product teams and incorporated into product improvement plans, thereby continuously optimising product functionality and service quality to meet evolving market demands.

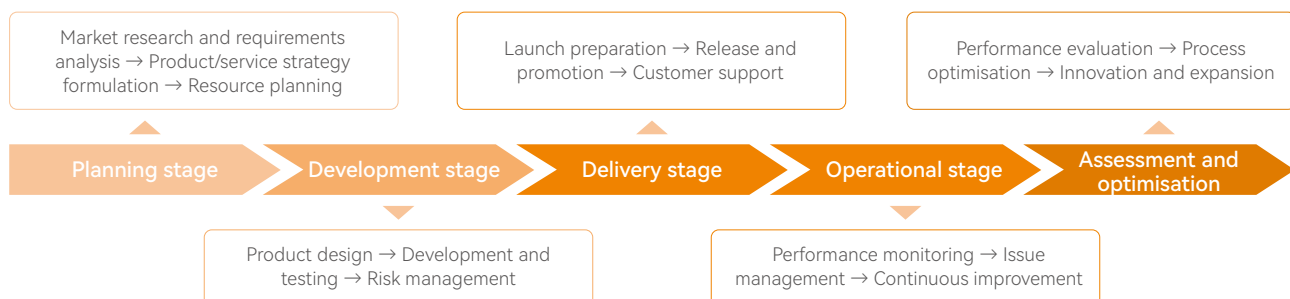
IMS Analysis of Major Product and Service-related Risks/Opportunities and Response Strategies

Type of major risks/opportunities	Impact timeframe	Anticipated financial effect	Response strategy
Customer attrition risk resulting from insufficient product functionality upgrades or service quality falling short of expectations	Short-, medium-, and long-term	Decreased operating revenue	<ul style="list-style-type: none"> Continuously invest resources in platform optimisation, data intelligence capability development, and sales and marketing programmes to enhance service efficiency and marketing campaign effectiveness. Continuously refine and upgrade the influencer marketing solution platform to deliver efficient, high-quality, and scalable influencer marketing solutions. Launch AI-driven tools including BOSS Intelligent Planner and Inspiration Island.
Market opportunity arising from growth in social media user scale, the increasing prevalence of short-video and live-streaming, and increased brand investment in digital marketing	Medium- and long-term	Increased operating revenue	<ul style="list-style-type: none"> Monitor market demands and customer pain points; define the positioning and strategic direction of products and services; strengthen data-driven platform development and supporting services — for example, launching the WEIQ BOSS Intelligent Planner application to address core pain points commonly faced by small and medium-sized enterprises in influencer marketing, such as difficulty in selecting suitable accounts, challenges in measuring effectiveness, and operational complexity. Drawing on the Company's deep business expertise and technological strengths in digital marketing, IMS has taken the initiative to propose joint development based on API (Application Programming Interface) technology, connecting its proprietary influencer placement platform with platforms such as Douyin's Ocean Engine Star, achieving deep integration with advanced platform technology resources and jointly exploring new pathways for technology co-development. Keeping abreast of industry developments, identifying synergies between the Company's resources and emerging technologies such as VR, MR, and AIGC, and actively exploring innovative products and business models based on these technologies — details are provided in the "Innovation-driven" subsection.

Impact, risk, and opportunity management

The Company transforms its long-accumulated data and technological capabilities into innovative data-driven products, and its accumulated industry experience into innovative commercial services, continuously delivering quality products and services to customers. The Company has established a robust product and service management process that strengthens process control and continuous improvement capabilities from conceptual design through to market deployment, ensuring a steady enhancement of product and service quality.

IMS Product and Service Management Process



The Company continuously refines its product and service management mechanisms, driving sustained improvements in product quality and customer service standards across multiple dimensions including product optimisation, service enhancement, and technology upgrading.

IMS Product and Service Management Mechanisms

- Monthly product and service liaison meetings are convened to discuss customer issues and product optimisation proposals.
- AI and other digital technologies are continuously integrated into products to enhance their intelligence capabilities and performance.
- Quarterly performance appraisals are conducted, with resource allocation and incentive measures adjusted based on results.
- Incentive schemes are established to encourage teams to put forward optimisation proposals and innovative solutions.
- Customer service processes are optimised by streamlining non-essential steps and introducing automation tools and dedicated customer service systems to shorten response times.
- Major customer audit activities are actively supported with comprehensive assistance to improve service quality and strengthen customer trust.

In 2025, centred on the two principal business segments of the Influencer Marketing Solution Platform Business and the Influencer Economy Ecosystem Innovation Business, the Company continuously optimised its product portfolio and service model, strengthened technology enablement and scenario application capabilities, and improved platform operational efficiency and customer service quality. Through refining functional modules, optimising service processes, and deepening the application of digital technologies, the Company advanced the coordinated development of its core products and innovation businesses. Details of the relevant products and services are provided in the “Business areas” subsection of this Report.

In parallel, the Company continued to strengthen its customer service capabilities, optimising service processes and coordination mechanisms across pre-sales consultation, in-sales execution, and after-sales support to promote the formation of a one-stop service system covering the full business lifecycle. The Company places great importance on customer relationship management and communications, maintaining regular interaction through WeCom and other channels, and periodically conducting customer engagement events to proactively gather feedback. In 2025, the Company conducted dedicated training and capability-building activities to strengthen the team’s professional competencies and service responsiveness, continuously improving customer satisfaction.



Conducting Dedicated Training for Data Engineers

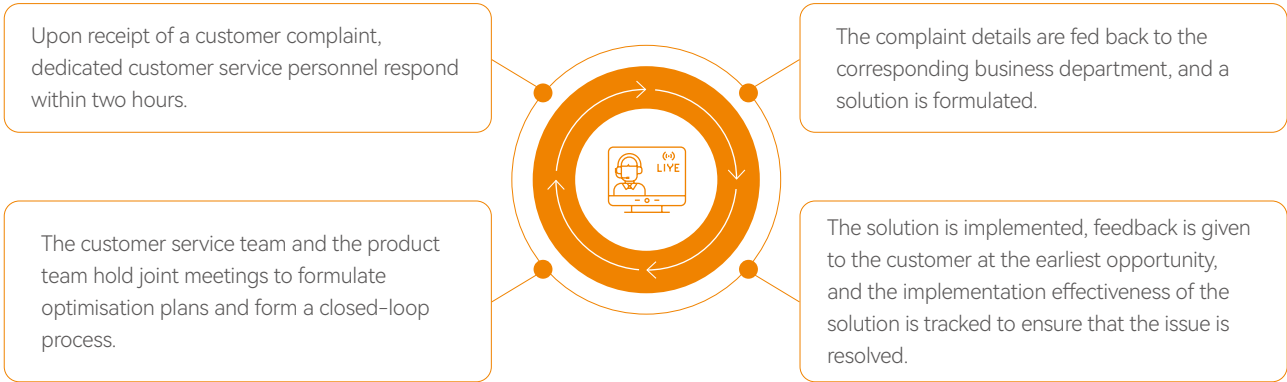


In 2025, the Company conducted dedicated capability enhancement training for data engineers engaged in customer service-related roles, reaching over 300 employees.

The training was closely aligned with the practical requirements of customer service roles within the advertising and marketing business system, and encompassed systematic learning covering internal system operations and business processes, with a focus on enhancing capabilities in understanding customer needs, cross-system coordination, and issue response and resolution. Training content spanned multiple dimensions including tool application, business understanding, and service awareness development, further strengthening role holders’ overall understanding of, and capacity to execute, customer service responsibilities and coordination mechanisms.

In addition, the Company has established a standardised customer complaint-handling mechanism with clearly defined intake channels, handling procedures, and division of responsibilities, ensuring that customer suggestions and complaints are received promptly, assessed and categorised appropriately, and responded to effectively, continuously improving issue response efficiency and handling quality, and strengthening customer trust and satisfaction.

IMS Customer Complaint-Handling Process



Metrics and targets

The Company has established metrics and targets for product and service management, with quarterly progress tracking and discussions on optimisation proposals to ensure the continuous delivery of quality products and services to customers.

IMS Product and Service Management Metrics and Targets

Metric	Target	2025
Customer satisfaction	≥ 90%	90.2%

Through its professional and high-quality products and services, the Company has earned the strong recognition and commendation of numerous customers. The Company’s services currently cover customers across multiple key industries, with long-term and stable partnerships established with a number of leading brands. The Company has consecutively passed supplier audits conducted by key customers, and customer repurchase and renewal rates have remained stable. In 2025, the Company received multiple honours⁶ in the area of marketing, fully reflecting customers’ high level of trust in and recognition of the Company’s products and services.



Recipient of Huawei “Terminal BG’s Sincere Cooperation Award”

¹ For more marketing-related honours, please refer to the “Awards and recognition” section.

Innovation-driven*

In the face of opportunities arising from the rapid iteration of the internet landscape, IMS continues to advance innovation across the influencer economy industry chain whilst uncovering industrial applications of digital technologies including AI, VR, MR, and blockchain, further exploring new business models and growth drivers, enhancing service capabilities, injecting fresh momentum into the Company's development, and creating greater industry value and social contribution.

Governance

Throughout the process of innovation and research and development, the Company consistently complies with applicable laws and regulations including the *Data Security Law of the People's Republic of China*, the *Guiding Opinions on Strengthening Data Asset Management*, the *Interim Measures for the Management of Generative Artificial Intelligence Services*, and the *Provisions on the Administration of Algorithm-generated Recommendations for Internet Information Services*, ensuring that technological development benefits society and actively promoting the positive impact of technology on society.

The Company's AI Innovation Business Division, as a strategic innovation unit, draws on the Company's robust research and development system and the professional guidance of the CTO, and is dedicated to building industry-leading innovative marketing solutions that provide core impetus for achieving the Company's sustainable development objectives.

Strategy

The Company is committed to addressing longstanding issues of intellectual property protection and commercial value enhancement within the creator economy ecosystem, by consolidating the influencer resources, brand resources, and service capabilities accumulated by the platform over many years and integrating these resources, data, and services with emerging technologies such as AI and blockchain to capture opportunities and manage risks.

IMS Major Innovation-driven Risks/Opportunities and Response Strategies

Type of Major Risks/ Opportunities	Impact Timeframe	Anticipated Financial Effect	Response Strategy	
Risks	Risk related to Ethics of Science and Technology	Short-, medium-, and long-term	Increased operating costs	<ul style="list-style-type: none"> Establish a comprehensive internal system of scientific and technological ethics, and set up a mechanism for reviewing scientific and technological ethics. Further strategies are detailed in the "Ethics of Science and Technology" subsection.
	Risk of data compliance	Short-, medium-, and long-term	Increased operating costs	<ul style="list-style-type: none"> Strengthen the global data compliance management system; establish localised compliance mechanisms tailored to the data protection legal requirements of different countries and regions; strengthen cross-border data flow assessment and internal review processes. Maintain continuous investment in research and development; increase resource allocation towards core technological capabilities and product innovation directions. Build a R&D team structure that combines academic talent with industry-experienced talent, forming a dual-track R&D model in which theoretical research and practical experience complement each other, strengthening the effective alignment of technological innovation with market demands and improving the efficiency of R&D output conversion and application adaptability.
	Risk of insufficient application of emerging technologies	Short-, medium-, and long-term	Decrease operating revenue	<ul style="list-style-type: none"> Strengthen the global data compliance management system; establish localised compliance mechanisms tailored to the data protection legal requirements of different countries and regions; strengthen cross-border data flow assessment and internal review processes. Maintain continuous investment in research and development; increase resource allocation towards core technological capabilities and product innovation directions. Build a R&D team structure that combines academic talent with industry-experienced talent, forming a dual-track R&D model in which theoretical research and practical experience complement each other, strengthening the effective alignment of technological innovation with market demands and improving the efficiency of R&D output conversion and application adaptability.
Opportunities	Market opportunity arising from growing enterprise demand for AI-powered intelligent marketing tools	Short-, medium-, and long-term	Increased operating revenue	<ul style="list-style-type: none"> Continuously enhance innovative technology products represented by Inspiration Island; explore new creator economy business models and product applications centred on content creators with full autonomy. Promote the intelligent transformation of marketing models, continuously strengthening AI's application capabilities in precision marketing scenarios. Accelerate the global expansion of innovative business and provide support for brands and institutions going overseas.

Impact, risk, and opportunity management

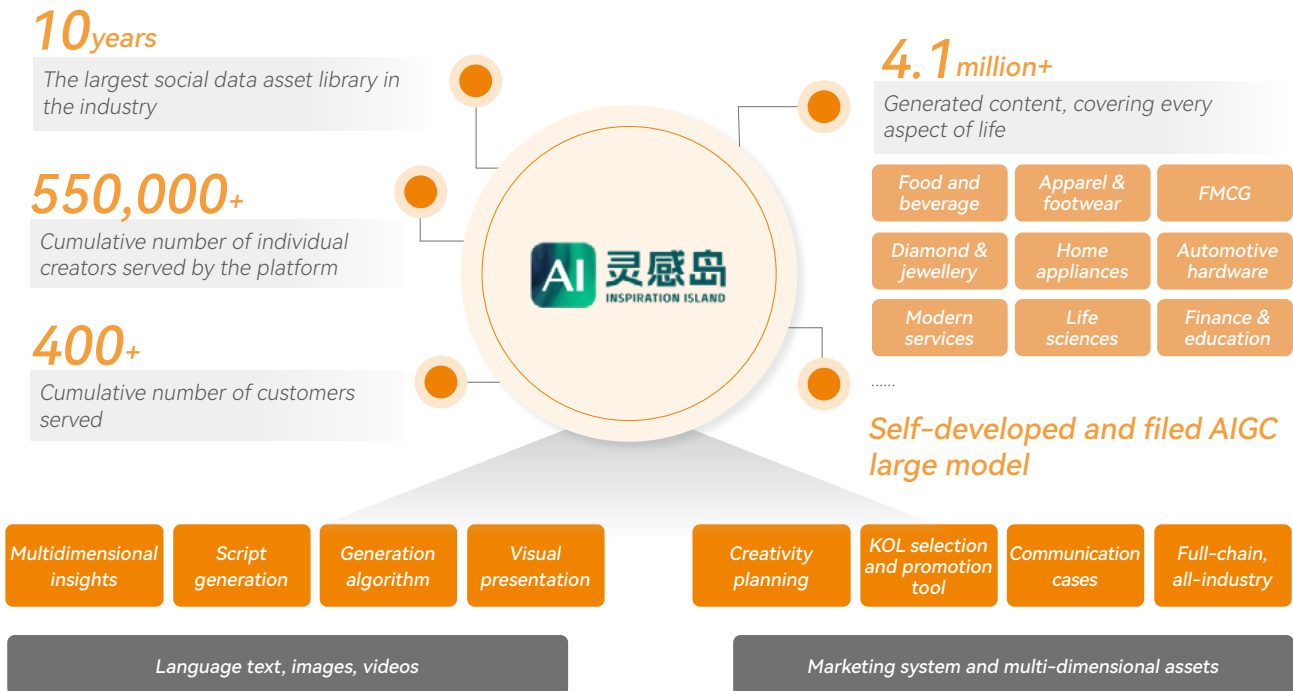
With AI-driven innovation capability as its core, the Company continuously deepens the integrated application of data technology and marketing scenarios. Through the development of intelligent tools and digital systems, the Company enhances the precision and execution efficiency of marketing activities, strengthens the platform's comprehensive service capabilities, and establishes sustainable technological support and competitive advantage for the influencer marketing business.

Deepening AI service application development

The Company was among the first in the influencer marketing industry to launch AI service applications, embedding generative AI across the full marketing workflow — spanning the early planning of marketing campaigns, marketing content creation, and the post-campaign evaluation stage. For example, the Company's self-developed Inspiration Island is among the earliest AIGC-driven intelligent marketing tools in the influencer marketing industry. Leveraging AIGC technology to amplify the marketing effectiveness of creators and enterprises, it enables full-chain empowerment and multi-dimensional efficiency gains through the transition from "human-to-human collaboration" to "human-machine collaboration".



The "Content + AI" technology marketing centre under IMS



In 2025, the Company continued to advance product upgrades and scenario application innovations around the Inspiration Island in terms of international market expansion and intelligent capability building. The Company strengthened content production support and company-wide marketing collaboration to enhance the efficiency and adaptability of corporate marketing services.

Main Innovation and Upgrade Measures of Inspiration Island in 2025

International product layout

The Company launched the multilingual version of Inspiration Island SAAS and the overseas version of Inspiration Island APP to enhance product adaptability across different language environments and service standards for overseas markets, thereby supporting international business expansion.

Analysis capability upgrade

The Company introduced the "Inspiration Island Content Insight Agent", an intelligent assistant module with content analysis and strategic recommendation functions, to provide data support and decision references for corporate marketing content planning and optimisation.

Company-wide marketing system upgrade

Launch "Inspiration Notification" and "AI KOS System" to optimise content creation and publishing processes around the enterprise-wide marketing scenario. Through the collaborative model of "AIGC Creation Tool + AI Notification Management Platform + Operation Support Mechanism", the Company achieved intelligent management and distribution of marketing content, integrate dispersed store traffic, and optimise the commercial chain and operational efficiency of enterprise-wide marketing.

Key account (KA) solution upgrade

Driven by an AI technology matrix as the core engine, the Company built end-to-end intelligent marketing solutions for KA brand customers covering "Growth Decision-making, Content Production, Influencer Marketing and Performance Tracking". The Company provided customised services for scenarios such as AIGC commercial production, KOC influencer marketing and KOS company-wide marketing, helping enterprises efficiently manage mass content production, distribution and optimisation in the fragmented traffic era to drive business growth.

In addition, the Company continues to advance the application of AI digital human technology in brand marketing scenarios, generating digital content tools such as brand virtual images and virtual live broadcast hosts to support brand owners in enhancing the scalability of content production and reducing human resource costs. The related virtual characters can be applied in various communication scenarios such as video marketing, live events, and interactive content, maintaining consistency in brand image expression across different channels, and providing relatively stable and sustainable content support for brand marketing activities.

Enhancing the intelligence level of influencer marketing platform

The Company focuses on the influencer marketing solution platform and continuously advances the systematic application of AI in the main platform WEIQ to enhance the platform's intelligence in influencer selection, marketing decision-making, and performance evaluation, thereby providing advertisers with more precise, transparent and efficient marketing support.

Main Innovation and Upgrade Measures for WEIQ in 2025

The Company systematically embedded AI models and algorithms to construct a high-granularity data intelligence framework, which covers functional modules such as influencer commercial value assessment, marketing activity effectiveness prediction, dynamic pricing, and scenario-based matching, thereby providing data support and decision-making basis for advertisers and enhancing the efficiency of influencer selection and the quality of marketing matching.

The Company developed and applied the BOSS Intelligent Planner function. Leveraging years of accumulated marketing data and model capabilities, the function transforms advertisers' natural language requirements into structured marketing activity briefs. Combined with voice command and document parsing capabilities, it optimises the process efficiency from requirement reception to plan generation.

The Company developed a system model for verifying influencer authenticity and interaction volume. Through multi-dimensional analysis of comment semantics and third-party platform user behaviour data, it identifies abnormal traffic situations, enhancing the authenticity and transparency of marketing activities, and continuously optimising platform transaction efficiency and matching accuracy.

Metrics and targets

The Company aims to “improve the layout of the influencer economy ecosystem”, increasing investment in research and development, actively developing digital technologies such as AI, and continuously promoting innovative business.

IMS Innovation-driven Metrics in 2025

Metric	Unit	2025
R&D investment	RMB10,000	7,127.70
Ratio of R&D investment to revenue from principal business	%	1.83
Number of R&D personnel	Person	123
Number of valid patents during the Reporting Period	/	17



Unique Award “2025 Go Global AI 100” List



2025 CHINA AI 100 Listed



Jianshi Technology 2025 Private/Omnichannel Growth Benchmark Case



2025 China's Most Benchmark AI Agent Product in the Digital Intelligence Industry Award



Selected for the *China AI+ Marketing Procurement Landscape* and the *2025 China AI+ Marketing Suppliers Procurement Guide*



2025 DigiPont Kingdao Award “AI New Marketing Case of the Year”

Supplier management*

Based on the business type, the suppliers of IMS primarily include third-party UGC platforms and suppliers of other services, such as professional consulting and technical support. The Company's suppliers are primarily engaged in the advertising business, with a vast supplier market and low scarcity. Therefore, the Company faces a lower risk of supply disruption.

Governance

The Company has established internal systems such as the *[General] Supplier Admission Rules* and the *Procurement Rules* to enhance the management and appraisal of suppliers, stabilise the supplier team, and ensure that suppliers meet the Company's procurement needs, quality standards, and service requirements. At the same time, in response to the particularities of marketing and advertising business, the Company has formulated internal systems such as the *[Advertising Business] Supplier Admission Rules* and the *[Advertising Business] Supplier Deactivation and Activation Rules* to further enhance supplier management.

The Company has established a supplier management structure with clear divisions of responsibility, under which the procurement team, supplier managers, legal personnel, and warehouse audit specialists work collaboratively, being respectively responsible for supplier development and negotiation, routine management and evaluation, contract review and legal risk prevention, as well as qualification review and risk identification. At the same time, the Company has established a regular reporting and exception reporting mechanism. The supplier managers regularly submit quarterly supplier management reports to the Company's management, enabling them to promptly understand the overall situation of suppliers and strengthen the lifecycle management and risk control capabilities of suppliers.

Strategy

In the formulation of supplier management policies and routine operations, the Company continuously focuses on various risks and actively adopts effective response strategies to ensure the sustainable development of all types of business.

IMS Analysis of Supplier Management Risks and Response Strategies

Major risks type	Impact timeframe	Anticipated financial effect	Response strategy
Risk of supplier bribery and internal corruption	Short-, medium-, and long-term	Increased operating costs	<ul style="list-style-type: none"> Formulate the <i>Code of Conduct for Integrity and Self-discipline</i>, requiring all employees to comply, to prevent the risk of corruption in key processes such as internal procurement. Require suppliers to sign an <i>Integrity and Compliance Agreement</i> upon onboarding.
Operational Risk of Supplier	Short-, medium-, and long-term	Decreased operating revenue Increased operating costs	<ul style="list-style-type: none"> Establish a strict compliance review mechanism to conduct background checks and compliance assessments on cooperating institutions, ensuring they comply with relevant laws and regulations. Implement a tiered monitoring and approval mechanism for suppliers.
Risk of disruption in supplier cooperation and technology integration	Short-, medium-, and long-term	Decreased operating revenue	<ul style="list-style-type: none"> Continue to strengthen communication and cooperation with major third-party UGC platforms, optimise technology interface and data management mechanisms, enhance system stability and risk monitoring capabilities, and reduce the risk of dependence on a single platform by improving the multi-platform diversification and technical redundancy arrangements.

Impact, risk, and opportunity management

The Company has established a supplier management mechanism that encompasses risk identification, access review, tiered management, and dynamic optimisation. By combining institutionalised processes with differentiated management measures, the Company continuously enhances the standardisation and refinement of supplier management.

IMS Supplier Management Mechanism

Supplier risk identification and assessment

- The Company conducts regular risk identification and assessment for each process. The Company promptly identifies and addresses potential risks through a risk warning system, while also establishing an emergency response system to ensure swift response and resolution in the event of an emergency.

Supplier onboarding review

- The Company develops and implement a stringent supplier onboarding review process to ensure that all suppliers entering the database meet the basic access standards, thereby enhancing the professionalism and standardisation of supplier management.

Supplier tiered management

- Based on factors such as supplier qualifications, capabilities, risks and credit, and evaluation results, suppliers are classified into four levels: strategic suppliers, preferred suppliers, regular suppliers, and eliminated suppliers. The Company implements differentiated management strategies for different categories of suppliers to achieve more precise and efficient supplier management.

Supplier stability management

- The Company builds a diversified and dynamic supplier resource pool by establishing clear access standards, and conduct selection and management based on dimensions such as performance, cooperation frequency, and resource type. This forms a hierarchical structure covering core partners, innovative partners, and potential reserve partners.
- The Company implements regular assessment and a survival of the fittest mechanism to continuously optimise the resource structure, ensuring the stability and activity of supplier resources.
- The Company deepens its strategic collaboration with core partners, leveraging digital platforms to achieve online management of matching, performance monitoring, and effect analysis, thereby enhancing supply chain responsiveness and collaboration capabilities, ensuring business continuity and stable operations.

In 2025, the Company comprehensively upgraded the supplier management system with a focus on “standardisation, collaboration, and sustainability”. By improving the institutional system, strengthening capacity building, implementing quantitative assessments, and deepening strategic collaboration, the Company continuously enhanced the stability and operational efficiency of the supply chain and promoted the construction of a transparent, fair, and resilient cooperative ecosystem, providing support for stable business operations and long-term development.

IMS Supplier Management Efficiency and Optimisation Measures in 2025

Key actions	Specific measures
Lean management and capacity building	<ul style="list-style-type: none"> Constructed a centralised procurement system integrating “system + process + skills + risk control” and improved the 16 full-chain standard operating procedures. Established a training mechanism of “centralised training + routine reinforcement”, integrating systems, processes, and SOPs to support employees’ graded capability enhancement and job competence. Established a compliance closed-loop mechanism of pre-event lecture, in-event monitoring, and post-event accountability and set a five-level violation handling path of “reminder-interview-warning-prohibition-legal proceedings” for suppliers to reinforce the compliance baseline.
Quantitative assessment and dynamic classification	<ul style="list-style-type: none"> Established a multi-dimensional supplier scoring system, conducted quarterly and semi-annual assessments from dimensions such as cost, efficiency, and service capability, and implemented differentiated management from A+ to C- grades. For inefficient suppliers, issued standardised letters such as the <i>Rectification Notice</i> and the <i>Early Warning Letter on Account Statement Signature Progress</i> to provide warnings and supervision. For those who fail to rectify multiple times, enforce a suspension of cooperation or even an elimination mechanism to continuously purify the cooperative ecosystem.
Sunshine procurement and integrity management	<ul style="list-style-type: none"> Implemented systems such as the “First Person Responsible System” and “NO PO NO WORK” (no work order, no execution) to strengthen process traceability and management. Required all suppliers to sign an <i>Integrity and Compliance Agreement</i>, embedding compliance requirements throughout the entire cooperation process to create a transparent and fair procurement environment.
Strategic synergy and ecosystem co-building	<ul style="list-style-type: none"> Launched a strategic partner programme, selected core partners to establish a regular mechanism for resource alignment and review, and deepened collaborative cooperation through demand communication and results assessment, thereby improving the efficiency of resource matching. In 2025, the Company held a total of 72 resource recommendation meetings, 56 closed-door demand meetings and 52 quarterly review meetings. Organised a partners conference to publicly recognise outstanding partners, strengthen communication of procurement standards and consensus on technical collaboration, promote green content creation and exchanges on industry trends, and foster long-term, stable and responsible cooperative relationships.



2025 IMS Group Partners Conference

Metrics and targets

To strengthen risk control in the supplier management process, the Company has established supplier management metrics and targets, and developed a metric tracking mechanism.

IMS Supplier Management Metrics and Targets

Metric	Target	2025
Proportion of framework suppliers ⁷ signing the <i>Integrity and Compliance Agreement</i>	100%	100%
Proportion of direct contract suppliers ⁸ signing the <i>Integrity and Compliance Agreement</i>	100%	100%

¹ Framework suppliers are those who have signed an annual cooperation framework agreement with the Company.

² Direct contracted suppliers are those suppliers who have signed contracts directly with the Company.

Promoting industry ecosystem development

As an industry founder and leading enterprise, IMS has leveraged its first-mover advantage to continuously accumulate and consolidate industry resources, taking the lead in building, continuously improving, and upgrading a big data platform. While developing and growing, the Company deeply recognises that giving back to the industry and promoting its sustainable development are a social responsibility that the Company must undertake. The Company adheres to the industry ecosystem construction philosophy of “technology enablement, open collaboration, symbiosis and mutual prosperity”. With the influencer economy at its core, the Company relies on technological innovation to integrate the upstream and downstream of the industrial chain, promoting the upgrade of the influencer marketing industry from “traffic connection” to “value co-creation”. The Company continuously proposes the latest and pioneering theoretical viewpoints within the industry and contribute to its development through initiatives such as school-enterprise cooperation and participation in industry exchanges.

Developing school-enterprise cooperation to cultivate industry talent

The Company actively engages in the education industry by establishing the IMS Education brand. Upholding the core concept of “enablement”, the Company leverages a diversified business layout to fully support the growth of new media marketing talents and actively promote the development and prosperity of the industry ecosystem. The Company is rooted in the new media marketing industry, deeply cultivating industry-education integration projects, and has achieved remarkable results in areas such as university cooperation, corporate training, and government projects.

IMS Industry Talent Cultivation Methods

Develop collaborations with universities

Collaborate with universities to jointly establish new media marketing-related disciplines, deeply integrating industry-leading practices with classroom teaching, and fully cultivating versatile talents that meet the needs of the era.

Customise teaching programmes

Independently develop teaching software tailored specifically for new media marketing education, closely aligned with the teaching needs of educational institutions, and fully committed to creating intelligent and digital innovative teaching solutions.

Expand corporate training

Launch highly customised new media marketing training services for domestic and overseas enterprises, dedicated to helping enterprises cultivate versatile marketing talents and injecting strong momentum into the sustainable development of enterprises.

Serve government projects

Engage in government-led projects to promote employment and youth entrepreneurship, providing systematic and practical training on new media marketing skills for young people to comprehensively enhance their employment competitiveness.



IMS Education Promotes the Cultivation of Versatile New Media Talents



In June 2025, the first cohort of 60 students majoring in “Visual Communication Design (IMS Cooperative Training)” jointly cultivated by IMS Education and Shanghai Normal University Tianhua College successfully graduated.

IMS Education, focusing on the new media industry’s demand for versatile talents, optimised the curriculum system by combining basic design capabilities with new media marketing applications, constructing a “dual-track” development path. By introducing industry cases, corporate mentors, and digital tools, it strengthened practical teaching and platform application training, effectively enhancing students’ comprehensive application abilities in real business scenarios. Graduates are widely employed in brand market departments, advertising media companies, and internet technology enterprises, engaging in popular positions such as brand visual design, new media operations, and content marketing planning, effectively responding to the market’s urgent demand for “marketers who understand design” and “designers who understand marketing” .



Degree Conferment Ceremony Venue

Promoting industry exchange, empowering peer development

The Company actively organises and participates in industry exchange activities, engaging in experience sharing and technical communication with industry organisations and partners. The Company is involved in discussions on industry development trends and common topics to promote the construction of industry ecosystems and advance the industry towards a more sustainable direction.



Inspiration Island Debuts at the China AIGC Innovation & Application Forum 2025



In September 2025, the Company was invited to participate in the special forum of the China International Fair for Trade in Services—China AIGC Innovation & Application Forum 2025. The forum focused on discussions about the evolution of large language models and industry integration.

At the forum, the Company’s “Inspiration Island” team shared their exploration of AIGC technology applications in content creation, influencer matching, and effectiveness analysis, drawing on practices from the beauty, FMCG, and 3C industries, and introduced a full-chain marketing support model based on social media data and influencer resources. By engaging in industry dialogues and sharing experiences, the Company promoted the standardised application and practical exchange of AIGC in marketing scenarios, providing references for the implementation of industry technology and ecological collaboration.



Forum Venue

Facing the development trends of the artificial intelligence industry, in 2025, the Company established the TOPAI brand, focusing on content and ecosystem development in AI industry media communication, industry research, and event exchanges. The Company regularly holds exchange and sharing sessions to contribute to the standardisation and professional development of the AI industry ecosystem.



IMS Hosts TOPAI International AI Ecosystem Frontier Private Gathering



In November 2025, the Company’s “TOPAI” and “Inspiration Island AI Innovation Incubation Center” jointly hosted the International AI Ecosystem Frontier Private Gathering in Tokyo. The gathering brought together AI elites from China and Japan to engage in in-depth discussions on topics such as AI technology innovation, industrial implementation, and global collaboration, promoting cross-regional and in-depth cooperation in the global AI industry.



Private Gathering Venue

In addition, the Company focuses on global cooperation and ecological expansion, and strengthens communication and collaboration with overseas industry organisations, platforms, and partners around cross-border marketing scenarios to enhance the integration and collaboration efficiency of cross-border marketing resources.



IMS Expands ASEAN Digital Content Cooperation



In July 2025, the Company was invited to participate in the “Cambodia-China Industrial Park Industry Development Promotion Conference” . The Inspiration Island team signed a framework cooperation agreement with the China-Cambodia New Media Association, focusing on long-term cooperation in the influencer economy and AIGC, planning to jointly explore new business models in the ASEAN market for digital content production and influencer incubation, building a marketing bridge for Chinese and Cambodian enterprises to expand into each other’s markets.



Promotion Conference Venue

Technology for Good, Safeguarding the Foundation of Trust

Responsible marketing

IMS integrates compliance operations and ethical standards into the entire marketing chain, strictly adhering to the *Advertisement Law of the People's Republic of China* and other laws and regulations. The Company has established internal advertising guidelines such as the *Prohibited Advertising Content*, the *Advertising Creativity Review Standards*, and the *Key Industry Review Standards*. These guidelines clearly stipulate that in conducting marketing activities and the Company's own promotions, all advertising content must truthfully and accurately reflect the characteristics, functions, quality, and effects of products or services. The Company rejects false exaggerations and misleading statements, balancing commercial benefits with consumer rights and social norms, to promote the standardised development of the influencer marketing industry.

The Company regularly conducts risk assessments of marketing activities to identify potential risks in legal, ethical, and social aspects, and promptly takes effective measures to prevent and address these risks, thereby preventing negative impacts on the Company from marketing activities. In addition, the Company ensures the standardisation of marketing activities through review mechanisms, capacity building, and dynamic monitoring. During the Reporting Period, the Company did not experience any major violations in marketing activities.

IMS Major Management Measures for Responsible Marketing

Multi-level advertising review mechanism

Establish an "automated screening + manual review + monthly iteration" advertising review system:

- All promotional materials (including text and images, videos, live broadcast scripts) must undergo preliminary screening by human and AI tools, focusing on detecting false statements and sensitive content; then a professional review team conducts manual re-examination, with additional cross-departmental review initiated for key industry advertisements.
- Review rules are updated monthly, and regular training and assessments are conducted for reviewers to ensure review capabilities adapt to industry changes.

Regular compliance training

- Collect and compile a case library, converting typical issues into internal materials for employee learning.
- Regularly organise training sessions for all employees on advertising laws and regulations, industry standards, and professional knowledge to enhance their compliance awareness and sense of responsibility in marketing activities.
- For different products or services, organise in-depth learning for employees in marketing-related positions on product characteristics to ensure accurate and professional communication of product information in advertising, avoiding errors or exaggerated claims due to insufficient knowledge.

Full-time public opinion and data monitoring mechanism

- Based on the WEIQ we-media platform, monitor the data release situation in real time, while conducting daily detection and data updates and synchronisation, ensuring early detection, intervention, and handling of issues.
- Establish a 24-hour public opinion monitoring mechanism to respond quickly and handle issues appropriately, effectively reducing the impact of negative public opinion.

Data security and customer privacy protection*

As an influencer marketing technology group driven by AI, data, and algorithm capabilities, IMS integrates data security and customer privacy protection throughout all aspects of our business operations, including data collection, storage and processing, usage and handling, sharing and transmission, as well as deletion and destruction. The data and customer privacy information involved encompass categories such as personal basic information, online identity information, and property and transaction information.

Governance

The Company strictly complies with the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *Personal Information Protection Law of the People's Republic of China*, and the *Measures for Security Assessment of Data Cross-border Transfer*, as well as international regulations such as the *General Data Protection Regulation (GDPR)* and the *California Consumer Privacy Act (CCPA)*. The Company has established internal systems such as the *Data Security Management Specification*, the *Data Classification and Grading Management Policy*, and the *Customer Privacy Protection Policy*. These cover aspects of data security management, privacy protection, risk management, and compliance management, clearly defining the norms and standards for data processing activities.

The Company has established a top-down governance framework for data security and customer privacy protection, responsible for cybersecurity, data security, and personal information protection. The Company has incorporated data security and privacy protection metrics into the annual performance assessments of each department and senior management to ensure accountability at every level.

IMS Data Security and Customer Privacy Protection Governance Structure



Strategy

The Company's business operations heavily rely on the collection, processing, and analysis of massive amounts of data. Events such as unauthorised access, computer virus intrusions, data leakage, or hacker attacks may adversely affect information technology infrastructure and databases, leading to a decline in service capability, loss of customers, and even legal liabilities. These incidents could damage the Company's reputation and brand value, posing a severe challenge to the Company's short-term performance and long-term sustainable development.

At the same time, the Company regards strict data privacy protection as a strategic opportunity to enhance brand trust and drive business growth. To effectively prevent risks and seize opportunities, the Company has formulated targeted response strategies to control risks such as data leakage and infringement of customer privacy, integrating privacy protection deeply into business development.

IMS Data Security and Customer Privacy Protection Risks/Opportunities and Response Strategies

Type of major risks/opportunities	Impact timeframe	Anticipated financial effect	Response strategy
Risk of data and customer privacy leakage due to cyberattacks or security incidents	Short-, medium-, and long-term	Increased operating costs	<ul style="list-style-type: none"> Refer to international standards such as ISO 27001:2022 and GDPR to establish a data security framework, continuously strengthen the technical protection system, and improve the data security and customer privacy management system; implement standardised management throughout the entire data lifecycle, from collection, storage, use, transmission, sharing to destruction. At the Company level, clearly define the strategic direction of "compliance-driven business", deeply integrating data security and user privacy protection into the core values and long-term development strategy of the Company, aiming to make privacy protection a key brand asset through practices that exceed compliance benchmarks, thereby earning the trust of users and the market.
Policy and legal risk due to non-compliance with data protection regulations	Short-, medium-, and long-term	Increased operating costs	
Reputational risk arising from data leakage	Short-, medium-, and long-term	Decreased operating revenue	
Product and service opportunity arising from excellent data privacy protection management	Medium- and long-term	Increased operating revenue	

Impact, risk, and opportunity management

The Company places great importance on data security and customer privacy protection, regularly identifying, assessing, and prioritising the management of related risks. The Company has established a risk register and an emergency response plan system to prevent and control potential risks. In 2025, the Company continued to focus on various measures such as technical protection, access control, emergency drills, and employee training to create a safe and reliable digital marketing environment for users and partners.

IMS Management Measures for Data Security and Customer Privacy Protection

Aspect	Specific measures
Process integration	<ul style="list-style-type: none"> Implement the principles of “Security by Design” and “Privacy by Default”, and conduct the Privacy Impact Assessment (PIA) simultaneously at the initial stage of new product design. Embed data security requirements as mandatory review points in key processes such as R&D, procurement, launch, and operation and maintenance.
Technical protection	<ul style="list-style-type: none"> Continuously invest in the construction and upgrading of a unified data encryption, access control, data leakage prevention, security monitoring, and auditing platform to enhance proactive defence and emergency response capabilities. Deploy firewalls, intrusion detection, WAF, and other network security equipment, to build a basic protection system. Encrypt core data storage (both static and transmission encryption) and implement strict access control and the principle of least privilege. Deploy a data leakage prevention system to monitor and block abnormal access, transfer, and external transmission of sensitive data. Conduct regular software health checks and use built-in antivirus tools to provide continuous real-time protection against threats such as viruses, malware, and spyware.
Classified and graded data management	<ul style="list-style-type: none"> Implement the <i>Data Classification and Grading Management Policy</i>, classifying data into four major categories: user, business, operation, and system operation, and dividing data into three grades based on the degree of harm: core, important, and general, with the general data further divided into grades 1 to 5, with different protection measures corresponding to each grade. Establish a data asset inventory, clearly defining grading rules for processed data, and dynamically adjust grades according to changes.
Access control	<ul style="list-style-type: none"> Strictly limit employees’ access to data based on their positions and responsibilities, maintain detailed access logs, and conduct regular internal reviews. Enforce a mandatory update of login passwords every three months, which must comply with complexity requirements; confidential data must be processed with encrypted files, with passwords managed and updated quarterly by the department supervisor.
Privacy protection	<ul style="list-style-type: none"> Develop and publicise a privacy policy that clearly outlines data collection, usage, and protection measures. Anonymise customer data to ensure privacy and obtain explicit user consent before collecting and using user data. Adhere to the principle of data minimisation to reduce unnecessary data collection and lower the risk of data leakage. Practise transparent data usage by optimising the user interface at the business front-end to inform users more clearly about the purposes of data collection and usage, and provide more flexible control options. In back-end operations such as data analysis and marketing, prioritise the use of anonymisation and de-identification techniques to maximise privacy protection while ensuring business effectiveness.
Security audit	<ul style="list-style-type: none"> Conduct internal audits quarterly, engage third-party organisations annually for security assessments, and optimise data security and privacy protection measures based on assessment results. Actively promote the acquisition of data security and privacy protection certifications for the Company’s main business systems. The WEIQ platform and the Inspiration Island APP have obtained the National Class 3 Cybersecurity Protection certification and assessment.
Specialised training	<ul style="list-style-type: none"> Regularly organise company-wide training to enhance awareness of data security and privacy protection and conduct specialised training for specific positions (such as development, operations, and customer service) to ensure employees master the basic skills of data security and privacy protection.
Emergency drills	<ul style="list-style-type: none"> Develop a <i>Data Security Incident Emergency Plan</i>, clarify response procedures and responsible personnel, and regularly conduct emergency drills to ensure the team can respond swiftly in the event of a security incident.

Metrics and targets

The Company sets management metrics and targets for data security and customer privacy protection, establishing a long-term monitoring mechanism to ensure that related work is effectively implemented.

IMS Data Security and Customer Privacy Protection Management Metrics and Targets

Metric	Target	2025
Number of data leakage incidents	≤ 5 cases	1 case ¹



The WEIQ and Inspiration Island APP Have Obtained the Class 3 Cybersecurity Protection from the Ministry of Public Security

¹In July 2025, due to a system malfunction, the Company's WEIQ platform prematurely leaked information about the new vehicle of Lynk & Co. After the incident, the Company immediately deleted the relevant content, fixed the system vulnerability, and cooperated with the customer to mitigate the impact. Both parties have reached a settlement through negotiation, with no litigation amount involved. The Company issued a public apology statement on the open platform, promising to take this as a lesson to further strengthen system stability and risk monitoring mechanisms, strictly preventing such issues from occurring again.



Ethics of science and technology

IMS' business related to ethics of science and technology mainly focuses on AI Inspiration Island and Honnverse. AI Inspiration Island, as an AIGC creation platform, provides creators with functions such as text generation, video editing, and digital human production. Honnverse leverages technologies such as big data, cloud computing, and XR to explore digital cultural tourism and virtual social scenarios. In every process of product design and development, the Company requires adherence to ethics of science and technology in terms of data compliance and content safety, taking responsibility for users and ensuring the safe and reliable application of digital technologies. During the Reporting Period, the Company did not experience any major violations of ethics of science and technology.

The Company strictly complies with the *Advertisement Law of the People's Republic of China*, the *Administrative Measures for Internet Advertisements*, the *Provisional Measures for the Administration of Generative Artificial Intelligence Services*, and the *Provisions on the Administration of Deep Synthesis of Internet-Based Information Services*, among other laws and regulations. The Company has established a comprehensive management system for ethics of science and technology and formulated internal normative documents such as the *Voice Cloning Agreement* and the *Custom Model Agreement* to strengthen the management of issues related to ethics of science and technology.

The Company embeds ethical review as a mandatory component in the product development process. Through manual review and standardised data management, the Company manages ethics of science and technology to ensure that Inspiration Island and Honnverse comply with ethical standards and regulatory requirements.

IMS Main Management Mechanisms of Ethics of Science and Technology

Inspiration Island

- Follow strict standards for data usage, adhere to the principle of minimum necessity during collection, and ensure users' right to be informed and their right to choose.
- Conduct regular internal reviews of ethics of science and technology and examine the algorithm logic of AI-generated content to ensure there are no issues such as misleading information or value bias.
- When generating content, use a combination of automation and manual review to ensure it is based on real and objective information and avoid the dissemination of false or harmful content.
- In applying digital human technology, strictly adhere to ethics of science and technology, ensure data security and user privacy during the digital human image generation process, and ensure digital human interactions follow ethical standards to avoid improper guidance or infringement of user rights.

Honnverse

- Review whether the construction of virtual scenarios and interactions with virtual characters adheres to ethical standards, and assess whether virtual social behaviours present potential risks of privacy infringement or the spread of undesirable values. Upon identifying any risk hazards, the relevant business team will immediately rectify and optimise the issues. After rectification, a review will be conducted again until compliance with standards for ethics of science and technology is achieved.
- When creating virtual tourism scenarios using XR light and shadow technology, fully consider the ethical dimensions of user experience to avoid overstimulation or discomfort, thereby creating a healthy and positive virtual environment for users.
- In aggregating IP resources to develop new cultural and tourism products, focus on the legality of IP usage and the dissemination of cultural values, avoiding infringement actions, thereby promoting the development of the cultural and tourism industry in a positive manner, facilitating cultural exchange and heritage, and maintaining the order of social cultural ethics.

Cultivating Outstanding Talent Internally, Shaping a Sustainable Community Externally

Employees rights and welfare

The Company adheres to the legal compliance and people-oriented principles, considering the protection of employees' legal rights and the enhancement of employee well-being as important aspects of human resource management. Focusing on recruitment and employment, compensation and benefits, social insurance, and employee communication and care, the Company has established a systematic management mechanism. The Company continuously improves institutional guarantees and support measures to create a fair, respectful, and inclusive working environment, promoting the coordinated development of employees and the enterprise.

Employee recruitment and employment

In accordance with the needs of global business layout and localised operations, IMS has established a diversified and compliant employment system. The types of employee employment within the Company in the Chinese mainland mainly include employees with labour contracts, dispatched workers, interns, retired personnel, part-time staff, and non-full-time staff, while overseas mainly include employees with labour contracts.

The Company strictly complies with the *Labour Law of the People's Republic of China*, the *Labour Contract Law of the People's Republic of China*, and other domestic laws and regulations, as well as foreign applicable laws and regulations such as Singapore's *Employment Act* and Japan's *Labour Standards Act*, to ensure that employment management and business operations meet the compliance requirements of the respective jurisdictions.

The Company has established internal policies such as the *Human Resources Department Policy Manual* and the *Recruitment Management Policy* to ensure that the recruitment management of the Company's employees is institutionalised, standardised, and procedural. This guarantees a reasonable talent structure and adequate talent reserves, achieving optimal allocation of human resources.

IMS Employee Recruitment and Employment Management Mechanism

Non-discrimination

The Company adhere to the recruitment principles of "openness, fairness, and meritocracy", ensuring transparency in the recruitment process and equal opportunities. During employee selection, the Company strictly prohibit screening and restrictions based on gender, race, ethnicity, etc., and focus on recruiting and integrating ethnic minority university students, persons with disabilities, and veterans.

Prohibition of child labour and forced labour

The Company are resolute in eliminating the use of child labour and all forms of forced labour, committed to creating a legal, fair, and voluntary employment environment.

Emphasis on gender diversity

On the basis of ensuring fair recruitment opportunities, the Company continuously foster an inclusive work environment, supporting female employees in showcasing their professional abilities and value in various positions, thereby promoting the diverse and robust development of the organisation. By the end of 2025, the proportion of female employees in the Company reached 69%.



Signed the Military Support Initiative, committing to giving priority to hiring Prioritise the recruitment of veterans under equal conditions

In 2025, the Company conducted recruitment through various channels, including internal employee referrals, open internal competitions, campus recruitment fairs, media advertisements, headhunting firms, and rehiring retirees, resulting in the recruitment of 820 employees. At the same time, through diverse employment methods such as non-full-time work, labour dispatch, part-time work, internships, and rehiring retirees, the Company created flexible employment positions.

During the Reporting Period, the Company did not experience any major litigation cases related to employee employment at home and abroad, nor did it encounter any incidents of child labour or forced labour.

Employee Rights Protection

The Company respects and protects the basic rights of employees, actively promoting the implementation and operation of regulations such as the *Code of Conduct for Employees* and the *Attendance Policy*, effectively ensuring employees' rights to rest and leave, receive remuneration, enjoy social insurance, and other statutory rights.

IMS Employees' Rights and Welfare Protection System



Working hours and leave

- **Standard working hours and monthly comprehensive working hours:** Most employees of the Company adopt standard working hours, while some customer service and information review positions use monthly comprehensive working hours.
- **Statutory holidays and paid leave:** The Company arranges employee leave according to national statutory holidays, including other statutory holidays (such as marriage leave, bereavement leave, maternity leave, breastfeeding leave, parental leave, etc.). In addition, employees are entitled to paid statutory annual leave, welfare annual leave based on years of service, and paid sick leave from the date of employment each year.
- **Overtime compensatory leave and payment policy:** The Company encourages employees to complete their work tasks within working hours and requires management at all levels to arrange work reasonably. For special work reasons requiring overtime on non-statutory holidays, the Company arranges corresponding compensatory leave based on overtime hours and provides meal and transportation allowances according to overtime hours. For overtime on statutory holidays, the Company pays employees 300% of their wages according to national requirements.



Compensation and benefits

- **Compensation structure:** Employee compensation consists of position salary, position performance, performance bonus, and commission.
- **Company benefits:** The Company's benefits outside the statutory scope for all labour contract employees (including dispatched employees) include: paid sick leave, seniority reward annual leave, flexible attendance, holiday gifts (New Year's Day, Spring Festival, International Women's Day, Dragon Boat Festival, Children's Day, Mid-Autumn Festival, the Company's anniversary, Christmas), various corporate cultural activities (Programmers' Day, e-sports competitions), departmental team building fees, overseas travel for outstanding employees, employee condolence gifts (marriage, childbirth, hospitalisation due to illness, death of immediate family members), lunch subsidies, and overtime subsidies.
- **Employee insurance:**
 - **Social insurance:** The Company pays social insurance in accordance with the law for all employees who have signed labour contracts, providing the five insurances and one housing fund; for dispatched employees, the Company pays the dispatch agency to cover the employees.
 - **Employer liability insurance:** Commercial employer liability insurance is purchased for all interns, rehired retirees, and other employees outside the scope of social insurance contributions.

In addition, the Company consistently adheres to the principle of legal compliance in handling labour disputes, actively cooperating with labour arbitration institutions in their work. The Company strictly implements the arbitration results and legal procedures to effectively safeguard the legitimate rights and interests of workers. During the Reporting Period, the Company did not experience any major labour disputes at home and abroad.

Employee communication and care

The Company has established employee democratic procedures to effectively safeguard employees' democratic rights and is committed to creating an open and inclusive working environment.

IMS Employee Communication and Care Mechanism

Employee communication



The Company has established a labour union for employees, respecting and supporting employees' legal rights to join labour unions and participate in collective bargaining according to local laws. The Company also set up an employee feedback platform "Show My Voice" on WeCom. The Human Resources Department and compliance-related departments have public email addresses to receive employee supervision and feedback, creating an open and transparent working environment.

Employee assistance



The Company provides appropriate financial assistance when employees encounter major illnesses or sudden difficulties to alleviate temporary pressures. For important life milestones or special situations, the Company expresses care through consolation money and other means, enhancing organisational cohesion.

Work-life balance



The Company advocates for a healthy lifestyle, encouraging employees to focus on their physical and mental state and self-management amidst a busy work schedule. The Company is equipped with fitness facilities, providing convenient exercise conditions for employees, and organises cultural and sports activities and health-themed sharing sessions based on actual needs to help employees establish scientific health habits.

Care for female employees



The Company continuously focus on the development needs of female employees, providing support in areas such as holiday care, childcare support, and breastfeeding facilities, fostering an inclusive and respectful working environment.



Super [Code] Power — 1024 IMS Programmers' Day



IMS 15th Anniversary Celebration

In addition, to understand employees' overall satisfaction and feedback regarding the work of functional departments, and to better address issues and improve the quality of work in these departments; at the same time, to understand employees' work psychology and needs, provide a better work experience, enhance communication and trust with employees, and strengthen cohesion, the Company conducts a company-wide satisfaction survey every six months to gauge employees' satisfaction with the Company.



IMS Conducts 2025 Employee Satisfaction Survey



In 2025, the Company organised two comprehensive satisfaction surveys covering all employees. First, the Company conducted refined assessments based on the responsibility modules of various departments, covering key functional departments including the Human Resources Department, the East China Human Resources and Administration Department, the Administration Department, the Financial Management Department, and the Legal Department; meanwhile, the Company carried out special satisfaction surveys for middle-office departments, including the Group's Procurement Centre, the Product R&D Centre of the Group, and Customer Development & Management Department. Second, at the end of the year, the Company conducted an engagement survey for all employees, providing multi-perspective insights into employees' genuine demands and organisational effectiveness.

The survey results indicated that all relevant functional departments received high scores, fully demonstrating the Company's positive achievements in enhancing professional capabilities and optimising operational efficiency. This provides a solid foundation for building a high-performance, high-satisfaction workplace environment.

Employee health and safety

As a platform-based enterprise deeply engaged in the influencer new economy sector, IMS does not involve major occupational health hazards in routine operations. However, the Company continuously focuses on the safety of the office environment and the management of employees' physical and mental health, striving to create a safe and healthy working environment.

In terms of office environment safety, the Company has developed safety standard documents such as the *Safety Risk Emergency Plan*, the *Fire Emergency Plan*, and the *Office Environment and Safety Operation Standards Manual*. The Administration Department is responsible for implementing these measures and disseminating safety-related content to all employees. At the same time, to promptly respond to emergencies, the Company has established an Emergency Response Leadership Team to coordinate the emergency response work for the Company's incidents.

IMS Emergency Response Leadership Team Structure

Members	Function
Core management	<ul style="list-style-type: none"> Direct relevant personnel to immediately reach designated positions and take appropriate response measures.
Department heads	<ul style="list-style-type: none"> Arrange relevant personnel to carry out hazard elimination and rescue operations or implement rescue work.
Contact persons for each department	<ul style="list-style-type: none"> Evacuate employees as needed.
Administration Department	<ul style="list-style-type: none"> Report to the superior department to promptly take emergency measures in accordance with the law.

The Company regards the safety of the office environment as an important component of routine operational management. The Company has established a safety management mechanism with clear policies, defined responsibilities, and effective execution, continuously enhancing the safety assurance level of office premises.

IMS Office Environment Safety Management Mechanism

Distribute the *Code of Conduct for Employees* during the onboarding phase and conduct safety promotion and training to enhance safety awareness and regulatory requirements in office areas.

Equip each office location with an access control system to strengthen entry and exit management, implement a 24-hour duty and inspection mechanism, and conduct regular safety inspections of office areas and surrounding environments.

Provide necessary first aid equipment and post safety reminders and other signage to enhance employees' emergency response and risk prevention awareness.

Ask administrative personnel at each operation site to compile and report the *Safety Risk Identification Inspection Report* weekly, tracking and rectifying identified risk hazards and managing them in a closed-loop manner to continuously improve the safety assurance level of the working environment.

Issue safety initiatives

Deploy first aid equipment



Civilised Safety Initiative - First Issue



Civilised Safety Initiative - Second Issue



AED placement diagram and usage instruction

Professional first aid skills certificate for employees



Beijing Red Cross Society first aid skills certificate display (currently, six employees hold first aid certificates)

The Company has also established a systematic mechanism to safeguard the physical and mental health of employees, and continuously improve the support system focusing on physical health, psychological care, and risk protection, constructing a health and safety protection network that covers the entire working process of employees, thereby enhancing their well-being.

IMS Management Measures for the Physical and Mental Health of Employees

Aspect	Main measures
Conduct health examinations	<ul style="list-style-type: none"> Provide free onboarding medical examinations and annual in-service health checks for regular employees, continuously monitor employees' health conditions, and support them in maintaining a good state for work and life.
Provide mental health counselling	<ul style="list-style-type: none"> Provide confidential psychological care services through the labour union platform, supporting online psychological assessments and professional psychological consultation appointments to help employees alleviate work and life stress.
Carry out health public welfare activities	<ul style="list-style-type: none"> Regularly organise free clinics and other health-related public welfare activities, extending professional health services into employees' daily work and life scenarios, continuously enhancing the overall well-being of employees.
Improve medical and risk protection	<ul style="list-style-type: none"> Construct a multi-level medical and risk protection system, configure social insurance and supplementary protection arrangements according to different forms of employment, and implement relevant insurance responsibilities in accordance with the law to enhance medical and occupational risk protection levels during employment; Purchase travel-related commercial insurance uniformly for employees on group trips; pay local insurance for employees of overseas companies as an effective supplement to basic protection.

Employee training and development*

Governance

IMS aims to build a "Simple, Happy, Reliable" learning organisation, advancing talent development and training management around organisational strategy and business needs. To solidly advance talent development and management, the Company has formulated internal policies such as the *Human Resources Department Policy Manual*, the *Salary and Position Promotion Management Measures*, and the *M Sequence Entry and Exit Rules*, to improve the employee training and development management system.

The Human Resources Department, as the main organisation responsible for employee training and development, consistently adheres to the learning philosophy of being "active, enjoyable, and fulfilling". It is committed to creating an efficient and dynamic learning experience that stimulates employees' growth motivation, empowering both corporate and individual development.

Strategy

The Company continuously improves employee training and career development pathways, stimulating organisational vitality and talent potential, providing ongoing talent support for the Company's steady growth. The Company identifies and assesses opportunities related to employee training and development, optimising talent cultivation strategies in line with actual operational needs. The Company strengthens capacity building and optimise team structure to ensure talent development aligns with the Company's strategic objectives.

IMS Employee Training and Development Main Opportunities and Response Strategies

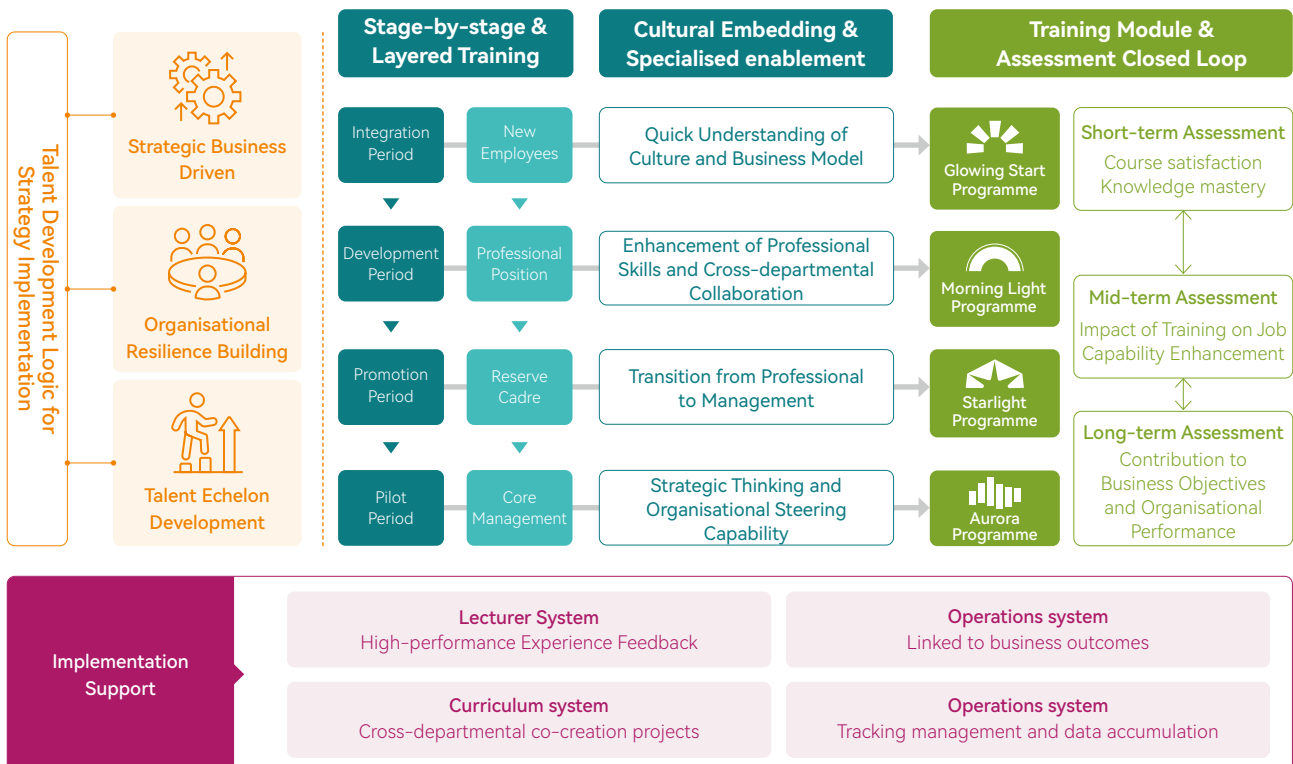
Major opportunities type	Impact timeframe	Anticipated financial impact	Response strategy
Service efficiency improvement opportunity	Medium- and long-term	Increased operating revenue Decreased operating costs	<ul style="list-style-type: none"> The Company adheres to a systematic approach to talent management, focusing on building a talent team with a reasonable total number, excellent structure, orderly succession, and outstanding capabilities. The Company concentrates on talent recruitment, precise training, and efficient utilisation, formulating differentiated professional talent development strategies for various business lines. The Company continuously improves the training system by establishing a Learning and Development Centre (Light-Year Academy), aiming to create a professional and shared learning atmosphere. The Company has launched four targeted training programmes covering the entire growth path from new employees to management.
Talent retention and incentive opportunity	Medium- and long-term	Increased operating revenue	

Impact, risk, and opportunity management

Employee Training

The Company has developed a full-cycle, hierarchical training system for employees, including the “Glowing Start Programme” for onboarding, the “Morning Light Programme” for professional development of all employees, the “Starlight Programme” for reserve talent cultivation, the “Aurora Programme” for management development, and specialised programmes for key business lines. This system systematically develops employees’ multi-dimensional capabilities in business skills, professional knowledge, and lean management.

IMS Employee Training System





Starlight Programme—Fifth Elite Training Camp



In March 2025, the Company launched a special reserve management training programme themed “Four-Drive Competencies for Managers + ‘Desert Gold Rush’ Team Management Sandbox Experience” for high-potential business cadres. Adopting an offline teaching model combining theoretical instruction, group discussions and sandbox simulation, the programme helped participants further strengthen their understanding of the management role, improved their capabilities in team communication, decision-making analysis and execution collaboration, and laid a solid foundation for building the Company’s reserve management talent echelon.



Training Venue

Employee development

The Company has established a scientific and comprehensive talent development plan. By formulating talent demand plans, conducting talent inventory, and establishing diverse talent development channels, the Company effectively manages the risks and opportunities in the process of attracting and developing talent to support our sustainable development targets.

IMS Talent Development Plan

Talent demand planning

The Company implements unified control over the human resource cost budget. Each department formulates personnel plans based on the Company’s strategic planning for the next year. The human resource budget is issued annually by the Company and utilised quarterly, with reference to business data.

Talent inventory implementation

Before the end of the first quarter each year, each primary department of the Company conducts a talent inventory based on the total labour cost for the first month of the year, and makes reasonable adjustments to the positions within the primary department based on the inventory results, including the number of positions and job ranks.

Talent development dual track

The job sequence is divided into M sequence (management sequence) and P sequence (professional sequence), and the Company has set up M0 as a reserve for management personnel according to the needs of talent development.

The Company's talent promotion methods include annual talent inventory promotions, appointment promotions for position vacancies, and internal competition promotions, emphasising a combination of openness, fairness, and organisational needs. Promotion is based on performance, with consistently high-performing employees given priority for promotion and development opportunities. Employees whose performance does not meet the standards or who have committed violations will be subject to corresponding restrictions. Rank adjustments follow the principle of gradual promotion. Demotion or position adjustment requires a clear evaluation and approval procedure to ensure the procedure is standardised and transparent.

At the same time, the Company has established a differentiated performance assessment system, designing targeted appraisal methods and evaluation standards based on the characteristics of different job responsibilities and management levels. By differentiating the performance objectives, indicator settings, and assessment cycles of the management and professional sequences, the Company achieves a match between evaluation dimensions and job value, ensuring that performance results objectively reflect employee contributions.

IMS Talent Development Dual-Track Performance Appraisal Mechanism

Management (M) sequence

The Company implements a strategy-based OKR⁹ appraisal mechanism for personnel in the management sequence.

- **Assessment cycle:** Depending on the characteristics of the position, the assessment cycle is conducted quarterly or semi-annually.
- **Assessment content and weighting:** The assessment is divided into four dimensions: performance indicators, key project work, organisation and talent development, and evaluation of values and behaviour. The weighting is set differently according to the category and importance of the position.
- **Performance rating:** Routine assessment ratings are divided into five levels based on scores. Annual assessment ratings are determined by accumulating scores from each period to ensure continuity and comprehensiveness of the evaluation.
- **Result application:** Assessment results are used for performance improvement, ranking incentives, promotions, and job transfers, among other talent decisions. The assessment results of the M sequence directly affect the department's quota for excellence awards, the proportion of high-performance employees, and the team's year-end bonus coefficient.
- **Appeal mechanism:** To ensure procedural fairness, an appeal mechanism is established. If employees have objections to the assessment results after receiving feedback, they can appeal within three working days of knowing the results. Written feedback should be sent to the dedicated email of the Group's Human Resources Department (okr@inmyshow.com).

Professional (P) sequence

The Company adopts a KPI¹⁰ appraisal model focused on responsibilities for employees in the P sequence. The appraisal indicators are set following the SMART principle¹¹, based on job responsibilities and departmental objectives, jointly developed by HR and department heads.

- **Assessment cycle:** Assessment is conducted monthly or quarterly according to job characteristics.
- **Assessment content:** For probationary employees, the focus is on familiarity with the Company's processes and the completion of basic tasks, with results serving as the core basis for regularisation. For regularised employees, the focus is on the achievement of performance targets and core tasks, with attention to contributions to objectives of departments and the Company.
- **Performance rating:** Routine assessment ratings are divided into five levels based on scores. Annual performance ratings are determined based on routine work performance, performance outcomes, and a comprehensive consideration of commendations and penalties.
- **Result application:** Assessment results are used for performance improvement, promotion, job transfer, and other talent decisions, promoting the joint growth of employees and the organisation.
- **Appeal mechanism:** Performance appraisal adheres to the principles of fairness, justice, and transparency. If employees feel unfairly treated during the assessment process or have objections to the appraisal results, and communication with their direct superior is unsuccessful, they may submit a written appeal within three working days of receiving the appraisal results to the email of the Group's Human Resources Department (hr@inmyshow.com), or the email of the East China Human Resources and Administration Department email (hr-east@inmyshow.com). The Human Resources Department will investigate and verify the appeal matters, review relevant data and processes, and handle the appeal objectively.

¹ OKR: Objectives and Key Results, which is a method for setting objectives and key results.

² KPI: Key Performance Indicators.

³ SMART Principle: A goal management tool composed of five dimensions: Specific (goals must be clearly describable), Measurable (assessment must be based on quantitative data or qualitative criteria), Attainable (achievable through reasonable effort), Relevant (logically connected with other goals), and Time-based (set a specific completion deadline).

Metrics and Targets

The Company continuously improves its talent development mechanism and systematically advances the four major training systems covering different levels and positions to enhance the overall competitiveness of the organisation.

IMS Employee Training and Development Targets and Achievements in 2025

Target	Achievement
<ul style="list-style-type: none"> Establish a training system covering new employee development, professional skill enhancement, and management talent development to support employees in achieving continuous growth at different career stages. Enhance employees' professional skills and market responsiveness through systematic business and product training to better serve customers and business development. Continuously strengthen employees' professionalism and compliance awareness, promoting the integration of compliance concepts into routine operations and management. 	<p>Glowing Start Programme—New Employee Onboarding Training</p> <ul style="list-style-type: none"> In 2025, a total of nine class-based onboarding training sessions were conducted throughout the year. Additionally, individual task-based training was employed to promote the implementation of comprehensive business system learning and institutional learning, with more than 700 training tasks conducted in total. The total training duration exceeded 4,500 hours, and the pass rate for participating employees was 100%.
	<p>Morning Light Programme—Comprehensive Business Capability Training</p> <ul style="list-style-type: none"> The total training duration exceeded 380 hours. Simultaneously, actively participated in product function upgrades and tool application training organised by media platforms, attending over 40 sessions in various formats, both offline and online, promptly absorbing industry changes and applying them to business practices.
	<p>Business Compliance Training</p> <ul style="list-style-type: none"> New employees receive compliance training on their first day of employment to understand compliance requirements and professional conduct standards in corporate operations. Additionally, through internal content columns, business compliance and integrity warning case study materials are continuously distributed to all employees of the Group weekly, promoting compliance awareness and reinforcing employees' risk and regulatory awareness in their daily work.
	<p>Starlight Programme—Reserve Cadre Training Project</p> <ul style="list-style-type: none"> In 2025, six high-intensity concentrated training sessions were conducted for 25 reserve cadres, with each session averaging over ten hours of training. All participants completed the required credits and passed the appraisal.
<p>Aurora Programme—Senior Management Development Project</p> <ul style="list-style-type: none"> Aimed at the Group's senior management team, designed to expand the management's global perspective, enhance strategic understanding, and improve business insight capabilities. By learning cutting-edge business models and management concepts, it supports the Company's long-term development in a complex market environment. 	

Social contributions and rural revitalisation

IMS actively fulfils its social responsibilities by continuously advancing social welfare and rural revitalisation. Leveraging its resources and expertise in digital marketing and content technology, IMS conducts diversified public welfare training and cooperation projects through our subsidiary, IMS Education. These initiatives support capacity building and employment and entrepreneurship development for grassroots groups, enhancing their adaptability and development potential in the digital economy environment. This contributes to boosting regional economic vitality and promoting sustainable social development.



IMS Conducts Training to Enhance Digital Capabilities for Female Entrepreneurs



From August to November 2025, IMS Education hosted the “@Her Entrepreneurship Programme—Empowering Women Entrepreneurs through Live E-commerce Training Project” initiated by the All-China Women’s Federation. The first batch of eight training sessions was conducted in various locations across Yunnan and Guangxi, covering over 400 female business owners. The courses were designed around the full-chain operation of live e-commerce, systematically integrating the application of generative artificial intelligence in content creation and data analysis to help participants improve product selection decisions and operational management efficiency. Additionally, the courses included practical modules such as account positioning, platform rules, live streaming room setup, short video traffic increase, and data optimisation to strengthen practical application skills. This project supports female entrepreneurs in enhancing their digital business capabilities and provides talent support for local innovation and entrepreneurship development.



Group Photo of the Training Class



IMS Promotes Digital Skills Training to Support the Development of New Employment Groups

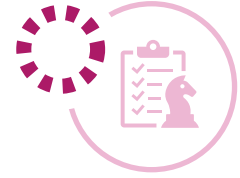


In September 2025, IMS Education responded to the call of the Social Work Department of the Chaoyang District Committee and Datun Sub-district by continuously participating in the “Meijing Food Delivery Night School” project, providing digital skills training support for new employment groups such as food delivery drivers. The courses are structured around three core modules: short video operation, livestream marketing, and short video production. Developed in line with platform rules and real-world scenarios, they aim to enhance participants’ skills in filming and editing, content presentation, and livestream practice. Delivered through an on-the-job night school model, the courses effectively improve accessibility and practicality. By designing teaching arrangements that closely align with the trainees’ actual work scenarios, the project helps new employment groups enhance their digital expression and content creation capabilities, thereby expanding their career development opportunities.



Training Venue

Governance



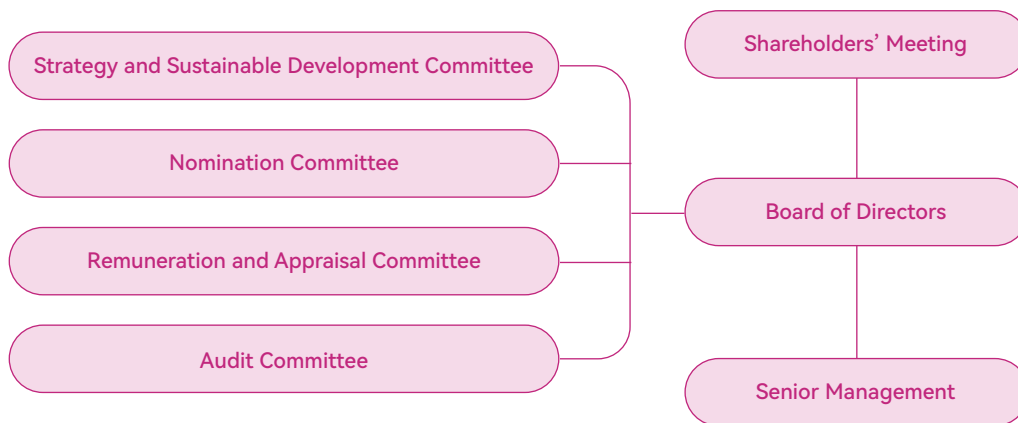
Strengthening governance foundations, ensuring compliance for long-term success

Corporate governance*

Governance

IMS strictly complies with the *Company Law of the People's Republic of China*, the *Securities Law of the People's Republic of China*, the *Code of Corporate Governance for Listed Companies*, and other laws and regulations. The Company has established a corporate governance structure centred on the Shareholders' Meeting, the Board of Directors, and the management. The Company continuously improves its governance system by revising governance-related policies such as the *Articles of Association*, the *Rules of Procedure for the General Meeting of Shareholders*, the *Rules of Procedure for the Board of Directors*, and the *Working System for Independent Directors*, thereby clarifying the boundaries of governance rights and responsibilities and operational processes and providing a solid institutional support for the Company's regulated operation.

IMS Corporate Governance Structure



Strategy

The Company focuses on key areas such as governance of the Shareholders' Meeting and the Board of Directors, information disclosure, and investor relations management. These areas present opportunities for improving decision-making quality and enhancing trust in the capital market. However, they also require careful management of compliance and reputational risks arising from irregular governance operations, lack of transparency in information disclosure, non-standard related party transactions, or poor communication with investors. The Company has established a comprehensive corporate governance risk and opportunity management framework, providing a solid foundation for sustainable development.

IMS Corporate Governance-related Risks and Opportunities and Response Strategies

Major risks/opportunities type	Impact timeframe	Anticipated financial effect	Response strategy
Policy and legal risks due to governance and disclosure issues	Medium- and long-term	Increased operating costs	<ul style="list-style-type: none"> Continuously optimise corporate governance efficiency, improve the information disclosure transparency mechanism, and strengthen the investor relations management system.
Reputational risk due to poor communication with investors	Medium- and long-term	Decreased operating revenue Increased financing costs	
Market opportunities arising from governance effectiveness and investor confidence	Short-, medium-, and long-term	Decreased financing costs Increased operating revenue	

 Impact, risk, and opportunity management

Governance optimisation and board development

The Company strictly adheres to each governance policy, ensuring that the convening, holding, and voting processes of governance meetings are legal and compliant, and all resolutions formed are legal and effective. In 2025, the Company, in strict accordance with the new *Company Law of the People's Republic of China* and relevant regulatory requirements, formally abolished the Board of Supervisors, with its related functions assumed by the Audit Committee. The Company successfully completed the re-election of the Board of Directors and introduced employee directors. All Board members possess the necessary management experience and decision-making capabilities required for their roles. Through internal and external training and learning, they continuously update their professional knowledge and enhance their skills in fulfilling their duties. At the same time, the Company continuously improves its governance system, simultaneously revising relevant clauses in the *Articles of Association*, the *Raised Funds Management Policy*, and the *Management Policy for Preventing Fund Occupation by Controlling Shareholders and Related Parties*, among other policies. Additionally, the Company has established the *Confidentiality and Archives Management Policy for Overseas Securities Issuance and Listing*, further solidifying the institutional foundation for the Company's regulated operations.

The Company actively implements the Board diversity policy by thoroughly considering factors such as candidates' skills, gender, age, cultural and educational background, race, professional experience, and independence when electing Board members. This ensures that the Board of Directors possesses a balanced and diverse range of skills, experiences, and perspectives. The Company's Board of Directors is composed of 7 directors, whose expertise in finance, accounting, and new media marketing and advertising forms a diverse and complementary mix. Female directors account for 43%, fully reflecting diversity in gender, professional background, and experience, which provides strong support for the scientific nature of strategic decision-making and the robustness of corporate governance.

In 2025, the Company officially commenced preparations for an H-share listing and submitted an A1 listing application to the Hong Kong Stock Exchange. During this process, the Company advanced the alignment of its corporate governance system with international capital market rules, further enhancing governance transparency and standardisation.

Information disclosure

The Company consistently places great importance on information disclosure management, strictly adhering to the requirements of relevant laws and regulations on information disclosure. The Company has established and refined an information disclosure management system to ensure that key information such as financial status, operating results, and cash flows is disclosed comprehensively, promptly, and accurately, thereby avoiding selective disclosure and significant omissions. The Company clearly defines that the Board of Directors uniformly leads and manages information disclosure, with the Chairman as the primary person responsible for information disclosure. The Audit Committee conducts a preliminary review of financial reports, and the directors and senior management sign written confirmation opinions, taking responsibility for the truthfulness and accuracy of the disclosed content.

The Company communicates its operational strategies, business progress, and future plans to the market through multiple channels such as regular reports, interim announcements, and investor communications, continuously optimising the transparency and readability of disclosed content. At the same time, the Company dynamically monitors market and business changes to ensure that major matters are announced at the earliest opportunity, maintain close communication with regulatory authorities, and enhance the compliance and timeliness of information disclosure.

Investor relations management

The Company consistently regards investor relations management as a core responsibility, continuously enhancing the transparency of information disclosure and building diversified communication channels. The Company maintains open communication with investors through the exchange's interactive platform, investor hotline, email, and performance briefings, ensuring that investors fully understand the Company's operational dynamics and industry development trends. In the process of communication and exchange with investors, the Company strictly adheres to the principle of fair disclosure and eliminates selective information disclosure, effectively ensuring the equal right to information for all investors.

Investor Communication Channels

Shareholders' meetings, performance briefings, "SSE e-Interaction"

Investor relations email: ir@inmyshow.com

Investor hotline: 010-6466 6131



The Company has established strict decision-making procedures for matters such as related party transactions. Major related party transactions must be reviewed and approved by the Audit Committee and the special meeting of independent directors before being submitted to the Board of Directors and the Shareholders' Meeting for voting. Related parties must abstain from voting on relevant proposals to ensure that the decision-making process is standardised and transparent, effectively safeguarding the legitimate rights and interests of the Company and all shareholders. In terms of safeguarding the participation rights of minority shareholders, the Shareholders' Meeting adopts an "on-site + online voting" format to provide a convenient remote participation channel for minority investors. Additionally, a separate voting mechanism is set up for major issues, and the voting results are disclosed separately, comprehensively ensuring the right to information and decision-making participation of minority shareholders.

Metrics and targets

The Company continuously enhances governance efficiency with the core target of “steady governance and long-term development”. The Company systematically standardises the operation processes of the governance structure, strengthens the transparency of information disclosure, and improves the mechanism for protecting investors’ rights, achieving significant results in efficient governance and regulated operations.

IMS Key Performance Achievements of Corporate Governance in 2025



Composition of the Board of Directors



7 directors on the Board
including **3** female directors,
accounting for **43%**



3 independent directors
including **1** female independent director,
accounting for **33%**



Meeting convening details



3 shareholders’ meetings
with a total of **34** proposals reviewed



8 Board meetings
with a total of **63** proposals reviewed



Information Disclosure Achievements

- The Company organised the preparation and disclosure of 4 periodic reports and 61 other information disclosure documents.
- The disclosed documents contain no false records, misleading statements, or significant omissions, ensuring that investors can obtain the disclosed information equally, promptly, and effectively.



Investor Relations Management Achievements

- Regularisation of performance briefings: After the release of annual, semi-annual, and Q3 results, three performance briefings were held in the form of online interactions through the Roadshow Centre of www.cnstock.com.
- Stable cash dividend policy: In 2025, a cash dividend of RMB0.0086 per share (tax inclusive) was distributed, with a total cash dividend of RMB15,546,629.72 (tax inclusive) distributed.

For more details on the management of corporate governance topic, please refer to the “Corporate Governance, Environmental and Social” section in the *Inmyshow Digital Technology (Group) Co., Ltd. 2025 Annual Report*.

Compliance operations

Governance

The Company strictly complies with the *Company Law of the People’s Republic of China* and other laws and regulations, as well as relevant regulatory requirements of the China Securities Regulatory Commission and the SSE. The Company has established a compliance operations management system covering all business types and processes, with the Quality Supervision Management Regulations and other fundamental policies at its core. This is complemented by specific guidelines on anti-corruption, supplier management, and business conduct standards. Compliance requirements are embedded in key processes such as operational decision-making, business development, and partnership management. The Company has established a full-process control mechanism for compliance review, risk identification, and corrective action closure. Additionally, the Company has clarified management requirements for compliance assessment and accountability, forming a compliance operation management system where “rules are followed, regulations are adhered to, and responsibilities are pursued”. This ensures that the Company’s business activities are legal, compliant, and conducted steadily.

The Company has established a governance structure for compliance operations characterised by hierarchical, clearly defined responsibilities and closed-loop management. This forms a management system of “top-level decision-making, mid-level execution, grassroots implementation, and comprehensive supervision”, ensuring that compliance requirements are fully integrated into business processes.

IMS Compliance Operations Governance Structure

Organisation	Duty
Compliance Management Committee	<ul style="list-style-type: none"> Coordinate compliance strategy, review and approve major policies and decisions, and exercise ultimate decision-making authority.
Legal Department, in conjunction with Quality Supervision Department, Risk Control Department, Finance Department, and other departments	<ul style="list-style-type: none"> Legal Department: Coordinate company-wide compliance management; lead the development of policies, risk identification and early warning, and mitigation; conduct compliance reviews of regulations, financial contracts, and major decisions; organise compliance training and communication, handle compliance inquiries and reports of violations; and promote the integration of ESG compliance into the overall management framework. Appoint a Chief Compliance Officer, who is the General Counsel, to lead compliance management, attend important decision-making meetings of the Board of Directors and management level, provide compliance opinions on major decisions, and supervise the implementation of compliance policies. Quality Supervision Department, Risk Control Department, Finance Department, and other departments: Be responsible for policy development, risk identification and mitigation, compliance reviews and training, fostering cross-departmental collaborative supervision.
Business departments	<ul style="list-style-type: none"> As the entity responsible for compliance, implement the principle of “whoever operates is responsible”, execute compliance requirements on the business front line, and accept compliance supervision and guidance.

Strategy

Due to the continuous tightening of regulatory policies, the practical implementation of ESG requirements, and rapid business expansion, if technological iterations or business developments fail to timely adapt to changes in regulations related to AI technology application and data processing, or if partners engage in unethical, illegal, or ESG-related negative behaviour, it may cause collateral damage to the Company’s brand reputation and expose the Company to regulatory penalties or business rectification risks. Therefore, the Company has implemented targeted control measures to ensure that compliance risks remain manageable.

Impact, risk, and opportunity management

The Company has established a systematic risk control process, led by the Legal Department in collaboration with the Quality Supervision Department and various business departments, to ensure that risk management covers all aspects of the Company's operations and to continuously optimise management efficiency.

IMS' Compliance and Risk Management Process

Identification

Systematically identify legal risks related to contract compliance, intellectual property, and litigation, simultaneously collect potential risk points in business processes and establish a standardised risk ledger.

Assessment and prioritisation

Conduct assessments on identified compliance risks, develop prioritisation standards combining quantitative and qualitative methods, and quantify the probability and impact of risks in conjunction with laws, regulations, and industry standards to categorise risk levels.

Management

- **Policy Framework:** Develop a compliance policy covering categories such as corporate governance, anti-corruption, human resources, financial assets, business operations, research and innovation, and information security to provide policy assurance for compliant operations.
- **Hierarchical Control:** Implement a hierarchical control strategy for compliance risks, develop special prevention and control strategies for major compliance risks, and conduct routine management for medium and low risks to ensure precise resource allocation and effective risk mitigation.
- **Process Integration:** Deeply integrate risk control measures into business processes, regularly conduct compliance supervision, implement a "rectification and closure" management system for identified issues, and periodically review and optimise procedures to ensure that risk management measures are effectively implemented and yield tangible results.
- **Cultural Cultivation:** Conduct risk control and internal control training as needed, continuously improve the compliance management systems, incorporate the implementation of internal controls into compliance assessments, promptly revise risk response plans, and promote greater compliance awareness among all employees.
- **Supervision and Assessment:** Upgrade the internal control system and promote the normalisation of internal audits. Develop an annual compliance work plan that outlines specific tasks and timelines for employee training, risk assessments, and audit supervision, incorporate the effectiveness of compliance work into the KPIs for departments and core positions, and regularly review and dynamically optimise strategy execution to safeguard the Company's steady development through compliance management.

IMS Compliance Operations Risks and Response Strategies

Major risk type	Impact timeframe	Anticipated financial effect	Response strategy
Compliance risk arising from violations by the Company or partners	Medium- and long-term	Increased operating costs Decreased operating revenue Compensation in a lawsuit	<ul style="list-style-type: none"> • Improve compliance clauses, strengthen due diligence investigations, upgrade technical systems, conduct specialised training, etc.; • Subsequently, deepen quantitative risk management, improve the policy framework, strengthen collaborative prevention and control efforts to enhance the accuracy and professionalism of risk prevention and control.



A Word from the “Quality and Law Enforcement Team”



Starting from December 2025, the Company regularly posts industry-related compliance updates the previous week to the company-wide chat group every week. These updates include judicial cases, compliance stories, lawyer interpretations, and interpretations of new industry regulations. The aim is to continuously disseminate legal knowledge and maintain employees’ sensitivity to compliance developments and updates, thereby facilitating effective implementation of compliance efforts.



Screenshot of the Promotional Video

Tax governance

IMS strictly complies with the *Tax Collection and Administration Law of the People’s Republic of China* and the *Guidelines for Tax Risk Management of Large Enterprises* (for Trial Implementation) and other laws and regulations. The Company has formulated internal policies such as the *Tax Management Regulations*, *Tax Compliance Manual*, and *Tax Risk Classification Directory*, and established a tax compliance system. This system supervises the tax declaration, tax payment, and tax filing of each business unit and subsidiary, preventing tax risks caused by policy misinterpretation or operational oversight, thereby maintaining the Company’s reputation and operational security.

The Company has established a tax governance system that encompasses policy optimisation, risk control, digital empowerment, and organisational collaboration. The Company has streamlined tax handling standards for diverse business scenarios and established a three-tier risk management model of “Identification-Assessment-Response”. The Company conducts special assessments in key areas such as related-party transactions and cross-border payments. By implementing a joint tax audit mechanism to proactively prevent and control risks, the Company has built a tax intelligent monitoring platform to provide real-time warnings on key indicators and established an inspection response mechanism to achieve standardised responses. At the same time, the Company has deployed an intelligent tax management system and a big data risk control model to dynamically monitor abnormal transactions using technological means. The Company has established a dedicated tax team, and set up a cross-departmental coordination mechanism and data sharing platform to achieve joint risk management and data consistency. In addition, the Company regularly conducts tax training at different levels to establish a long-term learning mechanism, comprehensively ensuring tax compliance and effectively preventing tax-related risks.



Conducting Tax Governance Training



In 2025, the Company conducted four internal special training sessions on tax governance targeting key risk areas. These sessions covered tax-related matters that need attention in transactions between resident and non-resident enterprises, Regulations for the Implementation of the *Value-Added Tax Law*, interpretation of internet platform rules and policies, and a review and recommendations on the tax policies for the closure and operation of the Hainan Free Trade Port.

Metrics and targets

The Company has established a regular compliance and risk management monitoring indicator system, embedding risk control requirements into the entire business lifecycle. This promotes a shift from passive response to proactive prevention in risk control. Clear targets are set to ensure the Company's stable and compliant operations. Additionally, through monthly data monitoring, quarterly analysis and review, and annual comprehensive evaluation, the Company dynamically tracks the completion of indicators, promptly rectifies deviations, and ensures the effective implementation of compliant operations management.

IMS' Metrics and Targets for Compliant Operations Management

Metric	Target	2025
Compliance training coverage rate	100%	100%
Incidents of serious violations	0	0 case
Timeliness rate of investigation and disposal of reports	100%	100%



Anti-commercial bribery and anti-corruption*

IMS consistently upholds the work tenet of “clean operation and integrity-based establishment” and the core concept of “zero tolerance”. The Company adheres to the work policy of “prioritizing prevention, combining prevention with punishment, implementing comprehensive control, and ensuring full participation”, embedding relevant requirements into all aspects of business management, supply chain cooperation, and personnel management. By establishing robust systems, providing comprehensive training, conducting oversight and audits, and strictly enforcing accountability, the Company has built a comprehensive oversight system that effectively fosters a clean and ethical business environment.

Governance

The Company strictly complies with the *Criminal Law of the People’s Republic of China*, the *United States Foreign Corrupt Practices Act*, and other domestic and international laws and regulations. The Company has established core policies such as the *Quality Supervision Management Regulations* and the *Whistleblower System*, clearly defining the baseline for integrity for all employees. These policies cover high-risk areas such as procurement, bidding, and commercial cooperation. Additionally, the Company has built a three-tier governance structure for anti-commercial bribery and anti-corruption, characterised by “overall coordination at the highest level, primary responsibility for quality supervision, and interdepartmental collaboration”, forming a governance system with clearly defined powers and responsibilities, a closed-loop supervision mechanism, and effective assessment implementation.

IMS’ Anti-commercial Bribery and Anti-corruption Governance Framework

Organisation	Duty
Senior management team	<ul style="list-style-type: none"> Review and approve the system framework and major strategies.
Quality Supervision Department	<ul style="list-style-type: none"> Lead the establishment of a comprehensive system of management measures and implementation rules, with a team equipped with legal and audit professionals, possessing independent investigation, supervision, and accountability authority. Establish a hierarchical information reporting mechanism, with major issues reported directly to senior management team, ensuring smooth information flow and timely response.
Various departments	<ul style="list-style-type: none"> As the executing body, implement integrity requirements.

Strategy

The Company is acutely aware of the risks of regulatory investigations and negative publicity arising from violations of anti-corruption, anti-bribery, and other related laws and regulations. The Company actively identifies, assesses, and manages risks related to anti-commercial bribery and anti-corruption, continuously improving the management systems to effectively manage and control risks of corruption and bribery throughout the Company’s entire value chain.

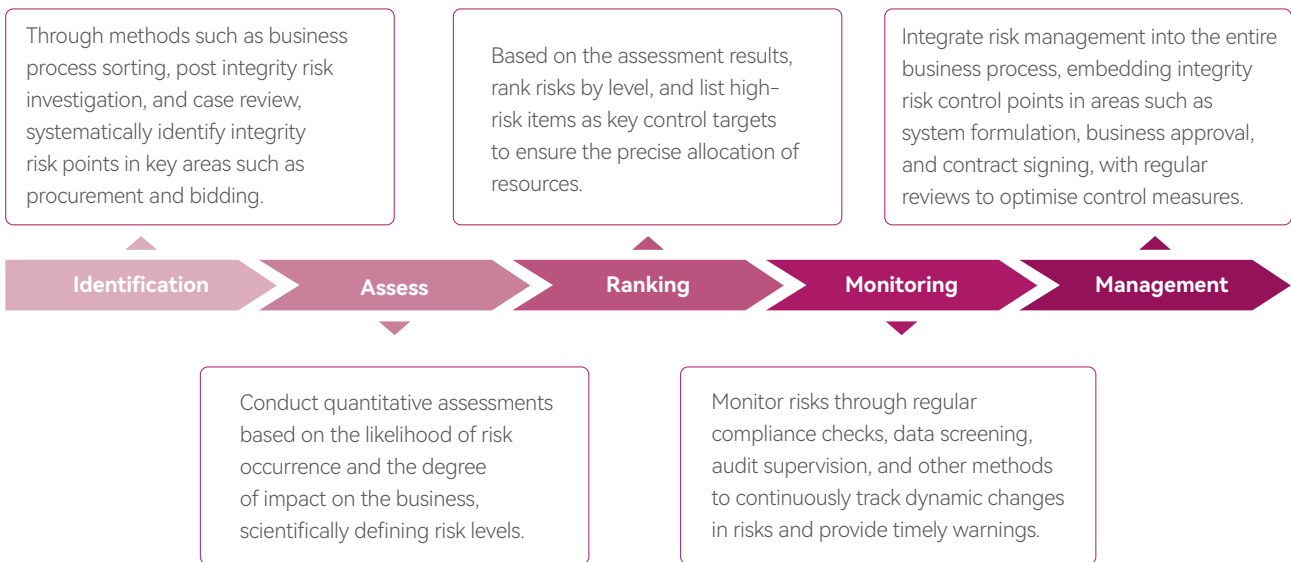
IMS Anti-commercial Bribery and Anti-corruption Risk and Response Strategies

Key risk type	Impact timeframe	Expected financial impacts	Response strategy
policy and regulation Risk due to corruption and bribery by the Company or partners	Medium- and long-term	Increased operating costs Decreased operating revenue	<ul style="list-style-type: none"> Policy constraints, cultural development, supervision and accountability, cultural cultivation, and supplier collaboration are implemented in multiple measures to establish an anti-commercial bribery and anti-corruption management system embedded in the entire business process.

Impact, risk, and opportunity management

The Company has established a comprehensive anti-commercial bribery and anti-corruption risk management system covering the entire process of “identification—assessment—prioritisation—monitoring—management”. By focusing on high-risk areas such as procurement and bidding, the Company has deeply integrated integrity risk control into the entire operational process to effectively prevent integrity risks.

IMS' Anti-commercial Bribery and Anti-corruption Risk Management Process



The Company continues to deepen the construction of its anti-commercial bribery and anti-corruption systems, establishing a robust integrity system through end-to-end process controls, cultural development, whistleblower mechanisms, and supplier management to ensure the Company’s sustainable and steady growth.

IMS' Anti-commercial Bribery and Anti-corruption Management Measures

Aspect	Specific measures
End-to-end process control	<ul style="list-style-type: none"> Annual integrity responsibility agreements are signed for key positions to clearly define the red line for integrity in employment. Implement an "avoidance system" in procurement, bidding, and business cooperation processes to prevent the risk of interest transfer from the source. Incorporate integrity performance into employee and departmental performance evaluations, directly linking it to commendations and promotions. Take a strict stance on disciplinary violations and, in accordance with established regulations, impose measures such as warnings, demerits, and termination of employment contracts. Cases involving criminal offences are referred to judicial authorities in accordance with the law.
Development of a culture of integrity	<ul style="list-style-type: none"> Carry out tiered and category-based anti-corruption training for directors, management and core employees, covering the decision-making level, management level and key positions. Drawing on typical industry cases, internal policies, and laws and regulations, focus on explaining the definition of and key points for risk prevention and control for acts such as commercial bribery, transfer of benefits and occupational embezzlement through special lectures, case studies and warning education. Strengthen management's leading role in practising compliance requirements and promote a corporate culture in which all employees are aware of red lines, stay above the bottom line and uphold value integrity.
Reporting and supervision	<ul style="list-style-type: none"> Formulate a <i>Whistleblower System</i>, clearly defining the scope of reporting to include acts of integrity violations, operational misconduct, and risk control failures, applicable to all employees and partners. Establish a multi-channel reporting system that includes hotlines, dedicated email addresses, a WeChat reporting channel, the company intranet, and physical mailboxes, both online and offline, to support both real-name and anonymous reporting. The Quality Supervision Department is responsible for handling reports, executing a full-process mechanism of "registration-preliminary review-investigation-handling-feedback", with clear investigation timelines and avoidance principles. Establish a strict confidentiality system, with encrypted management of reporting information and dedicated personnel for safekeeping, strictly prohibiting retaliation. Provide timely feedback on the results of real-name reports upon completion, and pursue accountability for false accusations according to regulations, ensuring a safe reporting environment in all aspects.
Supplier integrity management	<ul style="list-style-type: none"> Establish an anti-corruption management system covering all partner suppliers, making the signing of the <i>Supplier Integrity Cooperation Agreement</i> a prerequisite for cooperation, clearly defining the red lines of corrupt behaviour and the responsibilities for violations and breaches of contract. During cooperation, routinely verify suppliers' compliance with integrity standards through annual evaluations, as well as through ad hoc spot checks, audits, and on-site visits. Take measures such as conducting interviews and requiring corrective actions, as well as terminating cooperation, against non-compliant suppliers to strengthen the <i>integrity and compliance</i> defence line within the supply chain.

 Metrics and targets

The Company has established management objectives for anti-commercial bribery and anti-corruption, and regularly monitors the progress of these objectives through relevant indicators.

IMS' Metrics and Targets Related to Anti-commercial Bribery and Anti-corruption

Target	Metric	2025
<ul style="list-style-type: none"> Build an integrity risk prevention and control system covering the entire business process Guide employees to establish compliance awareness through regular integrity education 	Proportion of employees covered by anti-commercial bribery and anti-corruption training	100%
	Major litigation cases related to commercial bribery and corruption involving the Company during the Reporting Period	0

Anti-unfair competition

IMS strictly complies with the *Law of the People's Republic of China Against Unfair Competition*, the *Interim Provisions on Anti-Unfair Competition on Internet*, and relevant judicial interpretations. The Company also adheres to the Trademark Law, the Patent Law, the E-commerce Law, the Anti-monopoly Law and other related laws and industry norms such as the fair competition review policy. The Company comprehensively regulates commercial behaviour, prohibit the infringement of trade secrets and intellectual property, and maintain a fair and orderly market environment.

The Company has formulated the *Compliance Management Measures Against Unfair Competition*, supplemented by specialised policies on protection of trade secrets and intellectual property protection. These measures clarify the code of conduct for all employees and departmental responsibilities, establishing a comprehensive management system for the entire process of anti-unfair competition. The Company regularly conducts self-inspections for market competition compliance, while simultaneously implementing mechanisms such as reporting investigations, compliance training, and regular audits to systematically prevent compliance risks related to unfair competition.

Protection of trade secrets

The Company places great importance on the protection of trade secrets, establishing a comprehensive trade secret protection system that covers the entire cycle from pre-employment, during employment, to post-employment. Through measures such as background checks, tiered confidentiality agreements, access control, and declassification management, the Company builds a robust defence line.

During the Reporting Period, the Company experienced one incident of trade secret disclosure due to a system failure, which has been resolved amicably with the relevant parties. Apart from this incident, no other major unfair competition violations occurred.

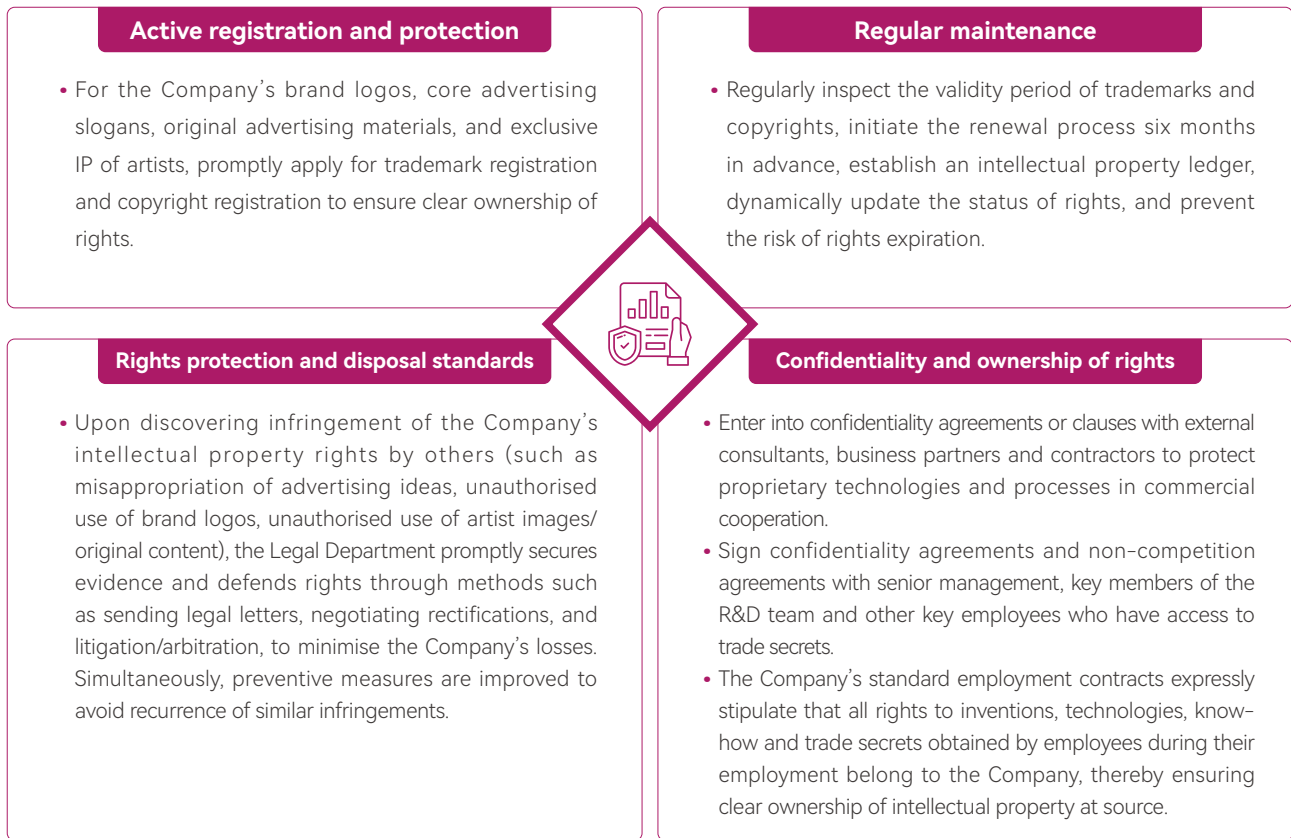
IMS' Management Measures for Protection of Trade Secrets

<p>Before employment</p>	<p>After obtaining employee authorisation, the Company conducts a comprehensive background check, including but not limited to past work experience, arbitration/litigation history, and whether there are any non-compete restrictions.</p>
<p>After employment</p>	<ul style="list-style-type: none"> • The Company classifies positions into management (M-sequence) and staff (P-sequence) categories and enters into confidentiality and non-compete agreements at different levels accordingly. It also conducts regular compliance training on anti-unfair competition, emphasising the materiality of preventing the infringement of trade secrets and unfair competition. • For incidents involving the infringement of trade secrets or violation of unfair competition clauses, the Company implements measures such as company-wide notifications and case training. • Encryption and access control are applied to confidential documents and systems, with classified encryption of sensitive information. • A violation reporting channel is established to strictly investigate and handle unfair competition behaviours. • According to the <i>Code of Conduct for Employees</i> in the employee handbook, for those who violate the handbook rules, the Company will impose disciplinary measures such as verbal warnings, written notices, or demerits based on the specific circumstances. For serious violations of the Company's regulations, the Company reserves the right to terminate the employment contract.
<p>At departure</p>	<ul style="list-style-type: none"> • Departing employees are required to hand over confidential documents and manage the declassification of confidential information in systems. • The Company evaluates, based on the employee's job position and work content, whether it is necessary to initiate the non-compete clause.

Intellectual property protection

The Company has established a management mechanism centred on “legal affairs coordination and collaboration by all employees”. The Legal Department is responsible for overseeing the implementation of policies, conducting risk assessments, resolving disputes, and managing intellectual property ledger. Meanwhile, relevant business units such as Content, Artist Management, and Advertising, are responsible for ensuring compliance throughout the creation and use of intellectual property, forming a management structure with clear responsibilities and efficient collaboration.

IMS’ Management Measures for Intellectual Property Protection



By the end of 2025, the Company registered a total of 22 trademarks, 5 software copyrights, 5 copyrights, and 5 domain names domestically. In 2025, the Company applied for 5 new patents and did not experience any major legal, arbitration, or administrative litigation incidents related to intellectual property infringement.

ESG Data Tables and Notes

Economic performance

Economic Performance Data Table¹

Indicator	Unit	2024	2025
Operating revenue	RMB 10,000	406,632.81	390,397.70
Total profit	RMB 10,000	5,037.80	9,509.54
Total taxes paid	RMB 10,000	13,795.46	20,101.68
Basic earnings per share	RMB	0.03	0.02
Value of social contributions per share ¹	RMB	0.33	0.35

Note 1: [Calculation Method] Value of social contributions per share = Basic earnings per share + (Total tax paid + Total wages and benefits paid to employees by the Company + Interest on loans paid to creditors such as banks + Donations made to create value for other stakeholders - Other social costs caused by environmental pollution, etc.) / Total number of shares issued by the Company.

Environmental performance

Environmental Performance Data Table¹

Indicator	Unit	2024	2025
Total GHG emissions (Scope 1 + Scope 2) ²	tCO ₂ e	617.82	714.25
Scope 1 GHG emissions	tCO ₂ e	6.27	7.90
Scope 2 GHG emissions	tCO ₂ e	611.55	706.35
Per capita GHG emissions (Scope 1 + Scope 2)	tCO ₂ e/person	0.48	0.49
Scope 3 GHG emissions ³	tCO ₂ e	1,018.36	1,464.64
Total energy consumption	tce	143.25	167.61
Direct energy consumption ⁴	tce	3.08	3.88
Indirect energy consumption ⁵	tce	140.17	163.73
Per capita total energy consumption	tce/person	0.11	0.11
Total electricity consumption	MWh	1,139.68	1,331.23
Per capita electricity consumption	MWh/person	0.89	0.91
Petrol consumption of company-owned vehicles	L	2,828.72	3,565.33

Indicator	Unit	2024	2025
Total municipal water consumption	m ³	6,769	6,866.67
Per capita municipal water consumption	m ³ /person	5.29	4.69
Total waste generated ⁶	t	31.12	41.50
Amount of hazardous waste generated	t	1.1	1.13
Amount of non-hazardous waste generated	t	40.47	40.37
Per capita total waste generated	t/person	0.02	0.03

Note 1: The statistical scope covers the Company's office and operational facilities within China.

Note 2: Scope 1 GHG emissions originate from emissions generated by the gasoline consumption by company-owned vehicles. The GHG emission factors are calculated with reference to the *Guidelines for Accounting and Reporting Greenhouse Gas Emissions by Land Transportation Enterprises (Trial)*, the *China Energy Statistical Yearbook*, the *Guidelines for the Compilation of Provincial Greenhouse Gas Inventories (Trial)*, and the *GB 17930-2016 Motor Gasoline*. Scope 2 GHG emissions originate from purchased electricity. The GHG emission factors for purchased electricity are sourced from the *Announcement on the 2023 Carbon Dioxide Emission Factors for Electricity* published by the Ministry of Ecology and Environment and the National Bureau of Statistics in 2025.

Note 3: Scope 3 GHG emissions include indirect GHG emissions from Category 5 (waste generated in operations), Category 6 (business travel), and Category 7 (employee commuting). The emission factors for Scope 3 are calculated with reference to the following sources: the *China Product Life Cycle Greenhouse Gas Emission Factors Collection (2022)*, the *2024 Annual Monitoring Report on Commuting in Major Chinese Cities*, the *Notice of the Beijing Municipal Bureau of Ecology and Environment on Carbon Emission Management and Carbon Trading for Entities in 2024*, the *Chinese Environmentally Extended Input-Output (CEEIO) Database (2020)*, and the *Guidelines for Accounting and Reporting of Greenhouse Gas Emissions for Chinese Civil Aviation Enterprises (Trial)*.

Note 4: Direct energy use refers to gasoline for company-owned vehicles. Direct energy consumption is converted based on the average lower heating value coefficients of energy published in the *China Energy Statistical Yearbook* by the National Bureau of Statistics.

Note 5: Indirect energy use refers to purchased electricity. The indirect energy consumption is converted using 20° C calories according to the *GB/T 2589—2020 General Rules for Calculation of the Comprehensive Energy Consumption*.

Note 6: Hazardous waste mainly includes discarded light tubes generated from office activities. Non-hazardous waste mainly includes discarded batteries, waste paper, domestic waste, toner cartridges, and ink cartridges generated from office activities. The Company has not yet calculated the amount of waste recycled. In 2025, the Company retrospectively restated the relevant historical data, and all relevant data are subject to the disclosures in this Report.

Social Performance

Employee Data Table

Indicator	Unit	2024	2025
Total number of employees	Person	1,279	1,465
By gender	Male	396	456
	Female	883	1,009
By age group	> 50 years old	20	40
	30 to 50 years old	568	660
	< 30 years old	691	765
Number of employees at the management level	Person	67	64
Employee turnover rate ¹	%	36.69	28.73
Total employee training expenditure	RMB 10,000	40.70	35.10
Number of employee training sessions	Time	813	867
Total number of employees who received training	Person	1,279	1,380
Coverage of employee training	%	100	94.20

Indicator	Unit	2024	2025
Amount invested in work-related injury insurance	RMB 10,000	50.31	47.26
Coverage rate of employees under work-related injury insurance ²	%	100	100

Note 1: In 2025, the Company adjusted the calculation method for employee turnover rate, with the formula being: number of departures during the year / (number of employees at the end of the period + number of departures during the year). To maintain comparability with data from previous years, the Company has retrospectively restated historical data according to this calculation method. The industry in which the Company operates has a high overall turnover rate. The Company has actively promoted employee retention and growth through measures such as safeguarding employee rights, continuous communication, and care, thereby ensuring the stability and sustainability of its operations.

Note 2: The Company provides 100% coverage for social insurance or commercial insurance for all employees in both the Chinese mainland and overseas regions in accordance with the policies of the place of employment.

Innovation-Driven Data Table

Indicator	Unit	2024	2025
Number of R&D personnel ¹	Person	151	123
Proportion of R&D personnel to total number of employees	%	11.8	8.40
Amount of R&D investment	RMB 10,000	8,062.24	7,127.70
Proportion of R&D investment to operating revenue	%	1.98	1.83
Number of patents used in core business	/	3	3
Number of patent applications during the Reporting Period	/	—	3
Number of patents granted during the Reporting Period	/	—	0
Number of granted patents during the Reporting Period	/	0	5
Number of granted patents during the Reporting Period	/	3	0
Number of valid patents during the Reporting Period	/	17	17

Note 1: R&D personnel refer to individuals directly engaged in R&D activities, as well as management and direct service personnel closely related to R&D activities.

High-Quality Products and Services Data Table

Indicator	Unit	2024	2025
Processing ratio of product/service-related complaints received	%	100	100
Amount involved in major quality incidents related to products and services occurring during the Reporting period	RMB 10,000	0	0

Social Contributions and Rural Revitalisation Data Table

Indicator	Unit	2024	2025
Charitable donation amount	RMB 10,000	100	220
Number of employee volunteer services	Person-time	50	2
Duration of volunteer activities conducted	Hour	42	416
Amount of investment in rural revitalisation	RMB 10,000	2	24.89
Number of people benefiting from rural revitalisation	Person	60	404

Sustainability governance performance

Anti-commercial Bribery, Anti-corruption, and Anti-unfair Competition Data Table

Indicator	Unit	2024	2025
Number of directors who received anti-commercial bribery and anti-corruption training	Person	5	5
Proportion of directors covered by anti-commercial bribery and anti-corruption training	%	71.43	71.43
Number of management-level employees who received anti-commercial bribery and anti-corruption training	Person	67	64
Proportion of management-level employees covered by anti-commercial bribery and anti-corruption training	%	100	100
Number of employees who received anti-commercial bribery and anti-corruption training	Person	1,279	1,465
Proportion of employees covered by anti-commercial bribery and anti-corruption training	%	100	100
Major litigation cases related to commercial bribery and corruption involving the Company during the Reporting Period	/	0	0

Report Standard Index Table

Guidelines No. 14 of Shanghai Stock Exchange for Self-Regulation of Listed Companies—Sustainability Report (Trial) Index Table

Dimension	Topic	Corresponding sections of this Report, other notes
Environment	Response to Climate Change	Response to Climate Change
	Pollutant Discharge	The domestic sewage generated by the Company is uniformly connected to the municipal sewage network through the property, resulting in low pollutant emissions and minimal environmental impact. Additionally, the Company is not listed among the enterprises required by law to disclose environmental information, thus this topic has low relevance to the Company.
	Waste Disposal	Green Operations ESG Data Tables and Notes
	Ecosystem and Biodiversity Protection	The Company's operational sites do not involve ecologically sensitive areas, and its business activities have not had a significant impact on ecosystems and biodiversity. This topic has a relatively low relevance to the Company.
	Environmental Compliance Management	Green Operations
	Energy Utilisation	Green Operations ESG Data Tables and Notes
	Water Utilisation	Green Operations ESG Data Tables and Notes
	Circular Economy	Green Operations
Society	Rural Revitalisation	Social Contributions and Rural Revitalisation ESG Data Tables and Notes
	Contributions to the society	Social Contributions and Rural Revitalisation ESG Data Tables and Notes
	Innovation-driven	Innovation-driven ESG Data Tables and Notes
	Ethics of Science and Technology	Ethics of Science and Technology
	Supply Chain Security	Supplier Management

Dimension	Topic	Corresponding sections of this Report, other notes
Society	Equal Treatment to small and medium-sized enterprises	As of the end of the Reporting Period, the balance of accounts payable (including notes payable) did not exceed RMB30,000,000,000 nor account for more than 50% of total assets, and none of the enterprises within the scope of the consolidated financial statements was required to disclose information on overdue and unpaid amounts due to SMEs on the National Enterprise Credit Information Publicity System.
	Safety and Quality of Products and Services	High-quality Products and Services ESG Data Tables and Notes
	Data Security and Customer Privacy Protection	Data Security and Customer Privacy Protection
	Employees	Employees Rights and Welfare Employee Health and Safety Employee Training and Development ESG Data Tables and Notes
Sustainability related governance	Due Diligence	Due Diligence and Communications with Stakeholders
	Communications with Stakeholders	Due Diligence and Communications with Stakeholders
	Anti-commercial Bribery and Anti-corruption	Anti-commercial Bribery and Anti-corruption ESG Data Tables and Notes
	Anti-unfair Competition	Anti-unfair Competition
Topics Voluntarily Disclosed	Responsible Marketing	Responsible Marketing
	Promoting Industry Ecosystem Development	Promoting Industry Ecosystem Development
	Corporate Governance	Corporate Governance
	Compliance Operations	Compliance Operations

Glossary

In this Report, unless the context indicates otherwise, the following terms have the following meanings:

IMS, the Company	Refers to	Inmyshow Digital Technology (Group) Co., Ltd. and its subsidiaries
Influencer	Refers to	Individuals who become popular in real or online life due to a certain event or behaviour and are also content creators
New media	Refers to	New media covers all digital media forms, including all digitalised traditional media, online media, mobile media, digital television, and digital newspapers
New media marketing	Refers to	Marketing models using new media platforms
Social media, socialised media	Refers to	Allowing the public to write, share, evaluate, discuss, and communicate with each other through websites and technologies. These tools and platforms are used by people to share opinions, insights, experiences, and viewpoints. The emergence of social media relies on the development of WEB2.0, and currently mainly includes social networking sites, Weibo, WeChat, blogs, forums, and podcasts
Internet marketing	Refers to	Based on internet platforms, using information technology and tools to satisfy the process of exchanging concepts, products, and services between the Company and customers, creating, promoting, and delivering customer value through online activities, and managing customer relationships to achieve certain marketing objectives. Its essence is to advertise and informatise product information, presenting it digitally online
Advertiser	Refers to	A business, other economic entity, or individual that designs, produces, and places advertisements, either on its own or through a third party, to promote its own goods or services
We-media	Refers to	The general term for new media that uses modern, electronic means to transmit normative and non-normative information to an unspecified majority or specific individuals. We-Media platforms include: blogs, Weibo, WeChat, Baidu official forums, forums/BBS, and other online communities
Decentralisation	Refers to	A new communication ecosystem centred on individuals, characterised by personalised consumption
Big data	Refers to	A data set so large that it exceeds the capabilities of traditional database software tools in terms of acquisition, storage, management, and analysis, characterised by four main features: massive data scale, rapid data flow, diverse data types, and low value density
Cloud computing	Refers to	Given the nature of Internet-based services, including their provision, usage, and delivery models, it typically involves the provision of dynamic, scalable, and often virtualised resources over the Internet

AIGC	Refers to	The abbreviation for Artificial Intelligence Generated Content, which is content generated by artificial intelligence technology
KOL	Refers to	The abbreviation for Key Opinion Leader, usually defined as: a person who possesses more and more accurate product information, is accepted or trusted by the relevant group, and has a significant influence on the purchasing behaviour of that group
MCN	Refers to	The abbreviation for Multi-Channel Network. the MCN model originates from the mature online influencer economy abroad. Essentially, it is a product form of a multi-channel network that unites PGC (Professional Generated Content). With strong capital support, it ensures the continuous output of content, ultimately achieving stable commercial monetisation
Third-party UGC platforms	Refers to	Platforms operated independently by advertisers, influencers, and internet users. Platform participants (including internet users and influencers) can create and publish content on the platform, such as videos, images, articles, or conduct live streaming. These platforms provide the infrastructure for content creators and influencers to interact with audiences and conduct marketing activities
IP	Refers to	The abbreviation for Intellectual Property, which means the exclusive rights granted by law to people over their intellectual achievements. In the business and content creation fields, IP is often extended to mean content assets or character/IP images with commercial development value
WAF	Refers to	The abbreviation for Web Application Firewall, which is a security device or service specifically designed to protect web applications. It monitors, filters, and blocks malicious requests in HTTP/HTTPS traffic to prevent various attacks targeting web applications
XR	指 Refers to	The abbreviation for Extended Reality, which encompasses all immersive technologies that integrate the real world with the virtual world through computer technology, achieving the expansion and enhancement of human-computer interaction environments. It includes the three main technological pillars: Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR)
VR	Refers to	The abbreviation for Virtual Reality, which is a technology that constructs a fully immersive virtual environment through computer technology
AR	Refers to	The abbreviation for Augmented Reality, which is to a technology that integrates computer-generated virtual environments with the user's surrounding real environment through the use of optoelectronic display technology, interactive technology, various sensor technologies, and computer graphics and multimedia technology
MR	Refers to	The abbreviation for Mixed Reality, which is a technology that deeply integrates the virtual world with the real environment



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